

Ross Reports ON TELEVISION

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THE TELEVISION INDEX

NOVEMBER 2, 1955

NOV 2 1955

VOLUME 7 NUMBER 44 A

NBC GENERAL LIBRARY

EDITOR: Jerry Leichter

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

MID-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

Now that a committee has taken over to review the New York City files-for-television problem, insiders believe the issue will be allowed to die a slow death. The Police Department attitude is still uncompromising on the question of opening or making available information in the files, no matter what the form (synopses or straight reports). The only other department considered "telegenic" for a full series is the New York Fire Department, but while that department is wide open to cooperation, the question is whether a full series could be built that would be authentic and at the same time acceptable to an audience and sponsor. Several fire dept (not NY) series have been up for sponsorship in the past, including one starring Richard Arlen, called Alarm, to be made by Roland Reed, but there haven't been any takers as yet. The present conflict in New York is believed to be more due to the wish to have city facilities made available to producers than over the actual contents of secret files. While "files" have been magic words in television, the go-ahead word for successful production comes from sponsors who want more than an idea or a theme.

Sid DuBroff of Walt Framer Productions (1150 Sixth Ave., New York 36. OX 7-3322) is interested in seeing completed pilots in the general drama category with a view toward future production if the basic story idea and quality are acceptable.....The biggest repositories for pilots in current television film production are Four Star Productions' anthology series, Screen Gems' anthology series and MCA-Revue's anthology series. All are replete with Westerns, mysteries, possible name character leads and a variety of themes suitable for story line development. Yet, strangely enough, few pilots seem to be picked up for series once they are aired. Agencies prefer to see them before they are shown, otherwise interest drops. The few pilots that have been "previewed" and have then gone into production have ended up in syndication rather than as network sponsored shows.

J. Walter Thompson finally broke the line last month on credits for its producers and directors on agency-produced shows. Lux Video Theatre started early in the month, with Kraft Television Theatre credits first appearing on Oct 12 and Star Tonight on Oct 13. Apparent reason to end the long-standing rule was the great amount of prestige that accrued to the agency through the success of several of its producer-director teams for individual programs, especially the acclaim for Fielder Cook for his production of Rod Serling's "Patterns" on the Jan 12 Kraft TV Theatre, repeated on Feb 9. The evolution of Lux Video Theatre this year, once a shift in production personnel was made to hypo the program, added to the need for visual recognition.

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(MORE)

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Alcoa Hour will present "A Girl Can Tell," original by F. Hugh Herbert, adapted by William McCleery, on Nov 13, the spot that was to be pre-empted for the debut of the Project 20 series with "Nightmare in Red".....Dick Haymes will be star of New Year's in New York, one hour and 45-minute WCBS-TV local program to be presented New Year's Eve, starting at 11:15pm EST. Also featured on the program, which will have George Bryan as host, will be singer Mindy Carson, the Gene Krupa Trio, comedians George De Witt and Roger Ray, singers Bob Eberly and Eleanor Russell, dancing Mayo Brothers, the Honey Dreamers quintet and Martha Davis and Spouse, singing-instrumental duo. The groups will be backed by a 20-piece orchestra led by Alfredo Antonini. The program will be the second of its type, with bigger names than were featured on the 1955 inaugural.....Stars of the Maurice Evans production of Shaw's "The Devil's Disciple" on Hallmark for Nov 20 will be Evans, Ralph Bellamy, Teresa Wright and Dennis King.

Advertising agencies in England do not have one worry prevalent in the U. S. -- morning shakes concerning "overnight" telephone surveys. A current A. C. Nielsen report on its early operations in the London area since the inception of commercial television on Sept 22 stresses that telephone ownership in Great Britain approximates only 18 per cent of all homes (the concentration in the London area is greater, but still not high enough to permit an adequate sampling by phone).

Pontiac Playwrights '56 futures include: Nov 8, "Snow Job," an original by Richard Turner; Nov 22, "The Late Daisy Smith," (title may be changed), an original by Sumner Locke Elliott, starring Tom Ewell; Dec 6, "The Sound and The Fury," a William Durkee adaptation of Faulkner's novel, starring Kim Stanley and Ethel Waters.....Armstrong Circle Theatre (alternating with Pontiac) will present "Saturday's Visit" on Nov 15, an original by Douglas Taylor, based on research by Emanuel Frachtenberg, featuring Kathleen Maguire and Jack Klugman in lead roles.....Robert Montgomery Presents futures include: Nov 14, "Cry Silence," a TV adaptation by Milton Gelman; Nov 21, "Isabel," an adaptation by Doria Folliott; Nov 28, "End of the Rainbow," an original by Vern Sneider, adapted by Ted and Mathilde Ferro; Dec 5, "Lucifer," an original by J. Harvey Howells; Dec 12, "3 Men From Tomorrow," an original by Robert J. Shaw; Dec 19, "The Natural History of Stacey Spender," a TV adaptation by William Kendall Clarke; Dec 25, program not set yet; Jan 2, "End of the Tether," original by Joseph Conrad, adaptation by Abby Mann.....Westinghouse Studio One futures include: Nov 14, "The Judge and his Hangman," an original by Dick Berg; Nov 21, "Julie," original by David Davidson; Nov 28, "The Man Who Caught the Ball at Coogan's Bluff," original by Rod Serling, starring Alan Young; Dec 12, "The Strongbox," an original by Howard Swiggett, adapted by William Templeton; Dec 19, "Birthday for Bruce".

PEOPLE GOING PLACES: Irving Asher named general manager of Twentieth Century-Fox's television production activity, reporting to Sid Rogell, who will continue to supervise overall operations of TCF TV Productions and other television activities of the company.....William C. MacPhail appointed director of sports for Columbia Broadcasting System, Inc., effective Nov 14, succeeding John Derr, who becomes exec producer of sports programs for CBS Radio. Judson Bailey is exec producer of sports for CBS Television.....Adolph L. Seton assumed full publicity responsibility of the American Broadcasting Co yesterday, succeeding to one of the functions of Gene Accas, who was promoted to director of sales development and research. John H. Eckstein was named director of advertising and promotion, succeeding Accas.

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NOVEMBER 7-13, 1955

VOLUME 7

NUMBER 45

PRODUCTION • PROGRAMMING • TALENT

EDITOR: Jerry Leichter

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

WEEKLY REPORT

PUBLISHED BY TELEVISION INDEX, INC.

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

None scheduled - all networks.

OTHER NETWORK CHANGES & ADDITIONS

NBC- Wide Wide World (Every Other Sun, 4-5:30pm EST) 3rd program (Nov 13) production staff: Prod- Norman Frank; Dir- Dick Schneider(NY); Unit Mgr- Ed Cosgrove; Writers- Bob Corcoran, Gene Wyckoff. (See page 135; regular credits, page 128).

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### LOCAL STATION ACTIVITY

WRCA-TV(Ch 4)- The Eye Opener; DEBUT Oct 31; Mon thru Fri, 6:55-7am EST. Sustaining. New York Pkgr- WRCA-TV; Prod- Martin Levin; Dir- Larry Roemer. Martin Levin, humorist and critic, opens the station with a "wake up" program, in which he lampoons the news and does other bright bits. Standard costume for the show is either pajamas or night shirts, and bath robes.

WBBM-TV(Ch 2)- Redd Stewart Show; DEBUT Nov 3; Thu, 11pm-12midnight CST. Sponsor- Chicago Grand Central Motors thru Gordon Best Co., Inc(Chi). Pkgr & Prod- WBBM-TV; Dir- Barry McKinley. Redd Stewart, country & western singer and fiddler, is star and host of the program, backed by a six-piece western unit. The program features c & w singers and dancers as guests.

KNXT(Ch 2) - Spotlight On Opera, ON FILM; DEBUT Nov 5; Sat, 10:30-11am PST. Sustaining, public service. Pkgr- Education Film Division, University of California Extension Division at UCLA; Prod- William Jordan; Dir- Mark Snegoff. College credit course, seventh to be presented on the air by KNXT. The film program presents UCLA music professor Dr. Jan Popper in 16 lectures on the subject of opera, its music, its composers and performers as well as performances by guest artists and interviews with operatic notables. Hale Sparks presents live introductions to the films.

KRCA-TV(Ch 4)- Juke Box Jury; STATION CHANGE Nov 11; Fri, 10-11pm PST. Segment Sponsors. The program has been on the air for three years and has been on KNXT, Sat, 11pm-12midnight (last show Nov 5). Peter Potter is host and moderator for a panel of show business guests who assess new popular records.

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LOCAL STATION ACTIVITY

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TALENT SHOWSHEET NOVEMBER 4 - NOVEMBER 13, 1955  
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Most of the shows on Nov. 4, 5, 6 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, Nov. 11. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined. Generally, only first runs of a film series are listed.

FRIDAY NOVEMBER 4
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Crusader CBS 9pm  
 (Brian Keith)

Way Station to Hope - with Peter Votrian, Gregory Gay, Harold Dyrenfurth, David Leonard, Karen Verne, Leonidas Ossetynski, Norbert Schiller, Kurt Katch, Joan Camden; (SW & SD) Delete: The Bargain, formerly listed on this date. Will be seen 11/11.

IGOR CASSINI'S WABD 9pm  
 MILLION DOLLAR SHOWCASE

Jerome Courtland (S)

SATURDAY NOVEMBER 5  
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STAGE SHOW CBS 8pm

George Raft, Tony Bennett (S), Frank Fontaine (C)

PERRY COMO SHOW NBC 8pm

Add: Beverly Lunsford

MAX LIEBMAN PRESENTS NBC 9pm

Add: Mia Slavenska, Lee Goodman, Henry Sharp, Gordon Dillworth

SUNDAY NOVEMBER 6
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LAMP UNTO MY FEET CBS 10pm  
 (Dr. Lyman Bryson)

The Bright Red Carpet - (O) by Rose Leiman Schiller; with Dorrit Kelton, Anne Meacham, Helen Taylor, Bobby Quinn, Leland Mayforth, Karen Sue Trent, Richard Eastham, Phil Arthur; (SD)

LOOK UP & LIVE CBS 10:30pm

Readings on "Forgiveness" - (O) by Claire Roskam; with Michael Kane, Carmen Mathews, Sheppard Strudwick; (SD)

FRONTIERS OF FAITH NBC 3pm

Kasrilevka on The Mississippi - (O) by James Yaffe & William Wise; with George Voskovec, Larry Gates, Leon Janney, Joseph Julian, Jimmy Lipton, Gregory Morton, Sam Roskyn, Richard Taber, Joey Fallon, Bruce Marshall, Jack Delmonte; (SD) by Martin Hoade

ADVENTURE CBS 3:30pm

The Family of Man - Narrators: Edward Steichen, Eleanor Roosevelt, Carl Sandburg, Dr. Harry L. Shapiro (American Museum of Natural History), Ted Pearson; repeat of film shown 6/19/54

OMNIBUS CBS 5pm  
 (Alistair Cooke)

Antonio & His Spanish Ballet Company, featuring Rosita Segovia & Carmen Rojas

You Are There CBS 6:30pm  
 (Walter Cronkite)

The Gunfight at The O.K. Corral - (O) by Bernard Girard; with Bob Bray, John Alderson, John Larch, Barry Atwater, DeForrest Kelley, Art Rease, Robert Karnes, Tyler McVay, Roy Engel, Cyril Delvanti, Charles Perry, Earl Brown, Edward McNally, Paul Birch, Rork Stevens, Ernest Baldwin; (SD)

It's A Great Life NBC 7pm  
 (Michael O'Shea & William Bishop)

High Pressure - regulars & Lyle Talbot, Paula Winslowe, Karolee Kelly, William Erwin; (SW & SD)

General Electric Theatre CBS 9pm  
 (Ronald Reagan)

Winner By Decision - (O) by Budd Schulberg; (A) by William Attaway; with Harry Belafonte, Ethel Waters, Diahann Carroll, Roy Glenn, Frank Wilson, Louis Sharp, Roi Tasco; (SD)

GOODYEAR PLAYHOUSE NBC 9pm

The Mechanical Heart - (O) by Alfred D. Geto; with Ralph Bellamy, Charles Dingle, Edward Binns, Jack Warden, Jack Klugman; (SD) by Sidney Lumet

APPOINTMENT WITH ADVENTURE CBS 10pm

State of Siege - (O) by Harold Gast; with Gene Lyons, Sarah Marshall, Philip Coolidge; (SD) by Paul Stanley

JUSTICE NBC 10:30pm  
 (William Prince)

The Lonely - (O) by Sheldon Stark; with Kathleen Maguire, Lee Phillips; (SD)





MONDAY NOVEMBER 7  
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Highway Patrol WRCA 7pm
 (Broderick Crawford)

Adventures of Robin Hood CBS 7:30pm
 (Richard Greene)

TV Reader's Digest ABC 8pm
 (Hugh Reilly)

VOICE OF FIRESTONE ABC 8:30pm

ARTHUR GODFREY'S
 TALENT SCOUTS CBS 8:30pm

I Love Lucy CBS 9pm

December Bride CBS 9:30pm
 (Spring Byington)

ROBERT MONTGOMERY
 PRESENTS NBC 9:30pm

STUDIO ONE CBS 10pm

Migratory Workers - (O) by Michael Cramoy; with John Ayers, Rob-
 in Short, John Hart, Joe Locke, William Hughes, Effie Laird, Leo
 Needham, Frederick Ford, Sandy Sanders; (SD) Also on WPIX Mon-
 day, 9:30pm

The Challenge - with Alan Wheatley, Ian Hunter, Archie
 Duncan, Bernadette O'Farrell; (SW & SD)

The Brainwashing of John Hayes (O) by Frederick Sondern, Jr.;
 (A) by George Bruce; with Vincent Price, Steven Geray, Philip
 Ahn, Richard Loo; (SD) by Harry Horner

Elaine Malbin

June Norton (S), Peggy Sheffield & Dorothy Schultz (M), Jimmy
 Doyle (S)

regulars & Elizabeth Patterson; (SW & SD)

Let Yourself Go - with Rolfe Sedan; (SW & SD)

The World to Nothing - (O) by Abby Mann; with Eddie Albert, De-
 Jores Sutton, Brett Somers, Patricia Bosworth, Bert Brinkerhoff,
 Tommy Halloran, Marian Winters, Ray Kyle, Jimsy Somers, Alan
 Sues, George McIver, Zachary Charles, Charron Pollett, Ellen
 Lowe, Sid Raymond, John Seven, Barbara Stanton, Remo Pisani,
 John Anderson; (SD) by Robert Ellenstein

Shakedown Cruise - (O) by Loring D. Mandel; with Richard Kiley,
 Lee Marvin, George Mathews, Martin Brooks, Francis Perkins, Don
 Hastings, Don Gordon, Clint Young, Harry Bergman, Bill McCutche-
 on, Joe Marr, Bob Cass, Reedy Talton, Archie Smith, Leonard
 Stone, Charles Quinlivan; (SD) by Franklin Schaffner

TUESDAY NOVEMBER 8
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Steve Donovan WRCA-TV 6pm  
 (Douglas Kennedy)

Warner Bros. Presents ABC 7:30pm  
 (Gig Young)

The Phil Silvers Show CBS 8pm

THE MILTON BERLE SHOW NBC 8pm

Wyatt Earp ABC 8:30pm  
 (Hugh O'Brian)

Navy Log CBS 8:30pm

Make Room For Daddy ABC 9pm  
 (Danny Thomas)

Jane Wyman's Fireside Thtre NBC 9pm

DuPont Cavalcade Thtre ABC 9:30pm

RED SKELTON SHOW CBS 9:30pm

PONTIAC PLAYWRIGHTS '56 NBC 9:30pm

Big Town NBC 10:30pm

Crisis At Canyonville - (O) by Charles Larson; with Harry Shan-  
 non, Ralph Dumke, Richard Crane, Addison Richards, John Bryant,  
 Ray Montgomery; (SD)

Casablanca - with Charles McGraw, Maureen O'Sullivan, William  
 Hopper, Don Randolph, Marcel Dalio, Ludwig Stossel, Clarence  
 Muse, Dan Seymour, Michael Fox, Lewis Charles; (SW & SD)

regulars & Maurice Gosfield, Constance Ford, Russell Hicks; (SW  
 & SD)

Gogi Grant (S), the Will Mastin Trio with Sammy Davis, Jr., Kay  
 Thompson (S) (COLOR)

The Bank Robbers - with Rita Lynn, Robert Lowery, Leonard Penn,  
 Douglas Fowley; (SW & SD)

Family Special - with Beverly Garland, Paul Smith, Veda Ann  
 Borg, Frank Kreig, Clark Howat; (SW & SD)

Sonnets From The Lebanese - regulars & Hans Conried; (SW & SD)

Ride With The Executioner - with Neville Brand; other cast mem-  
 bers not available at press time.

Saturday Story - film was previously shown 11/9/54

Dorothy Lamour, Dave O'Brien; (SW & SD)

Snow Job - (O) by Richard Turner; with Joan Blondell, James  
 Gregory, Meg Mundy, Charles Taylor, Arthur Sussman, Chris Bar-  
 bary, Jane Hoffman, Gene Sax, Robert Gibbons, James Reese; (SD)

Sleeping Pills - with William Chalee, Ed Platt, Terry Becker,  
 Frank London, Elinar Tanin, Bert Holland; (SW & SD)





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Higgins Rides Again - with Ian MacDonald, Joe Sawyer, William Fawcett, Kenny Garcia, Mary Young, Robert Keys, Paul Sorenson; (SW & SD)





FRIDAY NOVEMBER 11  
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| <u>Adventures of Champion</u> CBS 7:30pm | regulars & Melinda Plowman, George J. Lewis, Tris Coffin, John Day; (SW & SD) |
| <u>Sherlock Holmes</u> (Ronald Howard) WABD 8pm | <u>The Mother Hubbard Case</u> - (O) by Lou Morheim; with Amy Dalby, William Millinshim, Michele Wright, Percy Arthur Edwards, Jeane Ozenne, Delphine Seyrig, Billy Beck, Richard Larke; (SD) |
| <u>Crossroads</u> WABC 8:30pm | <u>Broadway Trust</u> - (O) by Ralph Murphy; with Gene Lockhart, Lloyd Bridges, Tina Carver, Taylor Holmes, Russell Hicks, Hugh Sanders; (SD) |
| <u>Our Miss Brooks</u> (Eve Arden) CBS 8:30pm | regulars & Jesslyn Fax, Ricky Vera; (SW & SD) |
| <u>Crusader</u> (Brian Keith) CBS 9pm | <u>The Bargain</u> - with Harry Bartel, Werner Klemperer, Peter Miles, Ivan Triesault, Vladimir Sokoloff, Alfred Linder, Fay Wall; (SW & SD) |
| <u>Schlitz Playhouse</u> CBS 9:30pm | <u>No Trial By Jury</u> - (O) by Andrew Geer; (A) by DeWitt Bodeen; with Alex Nicol, May Wynn, Touch Connors, Addison Richards, Dorothy Adams, Lane Chandler, Paul Engle, Nolan Leary; (SD) by Reginald LeBorg |
| <u>The Vise</u> (Ron Randell) WABC 9:30pm | <u>Stranger in Town</u> - with Shirley Lawrence, Neil Hallett, Barry Keegan; (SW & SD) |
| STAR STAGE NBC 9:30pm | <u>Spring Over Brooklyn</u> - (O) by Zachary Gold; (A) by George Marrow; with Alan Young, Betsy Palmer, Gene Saks, Nan McFarland, Frank Campanella; (SD) |

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY NOVEMBER 4 THRU FRIDAY NOVEMBER 11
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|                                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
|----------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| GARRY MOORE SHOW CBS 10am                    | Tue - "Professor" Oakes (contraption inventor); Fri - Jack Valentine & the Tommy Ferguson Trio; Jackie Jay (C)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| JACK PAAR SHOW CBS 1pm                       | Mon - Louis Nye (C), Florian Zabach (M); Thu - Louis Nye; Fri - Burl Ives(balladeer)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| NBC MATINEE THEATRE NBC 3pm<br>(John Conte)  | Mon - <u>The House on Wildwood Lane</u> - (O) by George Lowther; with Ross Elliott, Adrienne Marden, Bobby Hyatt, Carolyn Craig, Shelley Fabares (B&W kine) Tue - <u>Beyond A Reasonable Doubt</u> - (O) by Henry Misrock; with Cara Williams, De Forrest Kelley, Melinda Plowman (B&W kine) Wed - <u>One For The Road</u> - (O) by Ellis St. John; with John Abbott, Peter Hanson, Mary Scott, Mike Winkleman, Wendy Winkleman (B&W kine); Thu - <u>An Apple For Miss Myrtle</u> - (O) by Margaret Cousins; (A) by Robert & Kathleen Lindsay; (COLOR) Fri - <u>Man Without A Country</u> - (O) by Edward Everett Hale; (A) by Elihu Winer (COLOR) |
| DATE WITH LIFE NBC 4pm<br>(Logan Field)      | M thru F - (O) by Jesse Sandler; cast as listed on 10/9/55, will continue thru 11/11                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| MODERN ROMANCES NBC 4:45pm<br>(Martha Scott) | 11/7 thru 11/11 - (O) by Anne Howard Bailey; with June Dayton, Bill Abbott, Melville Ruick, Evelyne Seibold, Patricia Jenkins (SD)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

SATURDAY NOVEMBER 12  
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|--|--|
| <u>Captain Midnight</u> (Richard Webb) CBS 11am | <u>The Frozen Man</u> - (O) by Roy Erwin & Wallace Bosco; with William Remick, Jack Tesler, Lennie Bremen, Mary Adams, Pat O'Hara; (SD) |
| <u>Tales of the Texas Rangers</u> CBS 11:30 | <u>Tornado</u> - (O) by Robert Schaeffer & Eric Freiwald; with Barry Brooks, Michael Garth, Jerry Hartleben, Irving Mitchell, Harry Mackin; (SD) |
| <u>Ramar of The Jungle</u> WPIX 7pm (Jon Hall) | <u>Drums of Doom</u> - with Sheila Bromley, Robin Morse, Nick Stewart, Darby Jones, James Adamson; (SW & SD) |
| STAGE SHOW CBS 8pm | Ken Murray (C), Billy Daniels (S), Lu Ann Simms (S) |
| THE PERRY COMO SHOW CBS 8pm | Dorothy Kirsten (S), Gino Prato |

SATURDAY NOVEMBER 12 (Cont'd)

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THE GEORGE GOBEL SHOW NBC 10pm

Leo Durocher

Damon Runyon Theatre 10:30pm

Broadway Dateline - (O) by Jack Harvey; with Jack Carson, Charlie Cantor, Jack Albertson, Wally Richard, Sue England, George Baxter; (SD) by Danny Dare

SUNDAY NOVEMBER 13

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AMERICAN INVENTORY WRCA 2pm

The Sunwatchers - (O) by William Welch; with Pat Hosley, Biff McGuire, Lucille Wall, George Mitchell, Nathan Adams; (SD)

Captain Gallant of The Foreign Legion NBC 5:30pm

The Hand of Fatima - (O) by Jack Andrews; with Gilles Queant, Virginia Keyley, Bernard Farrel; (SD)

You Are There CBS 6:30pm
(Walter Cronkite)

The Hoax of The Cardiff Giant - (O) by Jack Bennett; with Denver Pyle, Hayden Rorke, Tyler McVey, Roy Engel, Vivi Jannis, Cyril Delvaunt, Addison Richards, Russell Gaige, Ellen Corby, Mike McHale, Peter Brocco, Marshall Bradford, Paul Hahn, Pat Conway, Lenmana Guerin, Robert Karnes, Edward Earle; (SD)

Roy Rogers Show NBC 6:30pm
(Dale Evans)

Strangers - (O) by Dwight Cummins; with Harry Harvey, John Doucette, Henry Rowland, Russ Scott, David Bair, Francis McDonald; (SD)

Lassie CBS 7pm

The Rival - regulars & Richard Garland; (SW & SD)

It's A Great Life NBC 7pm
(William Bishop & Michael O'Shea)

The Movie Star - regulars & Laura La Plante; (SW & SD)

COLGATE VARIETY HOUR NBC 8pm

Dean Martin & Jerry Lewis

ALCOA HOUR NBC 9pm

A Girl Can Tell - (O) by F. Hugh Herbert; (A) by William McCleery; with Diana Lynn, William Redfield, Carleton Carpenter, Eula Belle Moore, Nathalie Trundy, Paul McGrath, Barbara Robbins, Dean Harens, Jack Whiting, Elissa Zobor, Mark Roberts; (SD)

Alfred Hitchcock Presents CBS 9:30pm

Breakdown - (O) by Louis Pollack; (A) by Francis Cockrell; with Joseph Cotten, Harry Shannon, Lane Chandler, Murray Alper, James Edwards; (SD)

Loretta Young Show NBC 10pm
(Merle Oberon)

The Bracelet - (O) by Andre Maurois; (A) by Marion Thompson; with Judith Evelyn, Stephen Bekassy, Maurice Marsac; (SD)

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MID-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

Television programming today is at that cliché signpost known as the "fork in the road". Network and sponsor inclination have leaned not only to filmed programs recently as replacements for live shows, but in some cases, when preferring to keep their programs live, have moved or are making plans to move originations to the West Coast. The number one reason usually given is the greater production room and mobility possible in the new integrated, horizontal flow studios being constructed in the Los Angeles area. The second often-used reason is the supposedly greater supply of top name talent for shows which need stars to attract audiences in the mad race for rating supremacy.

Television is not yet old enough to have a culture of its own. It has raided other amusement fields for its production people and on-stage talent and is now mature enough in the development of its own product to be raided in turn. Television doesn't pay its really big money to its own talent, but would rather pay for proven success in another field, so television production and acting talent wants out to those greener pastures. Although meteoric program successes occasionally smash opposition network schedules for awhile, it is plain old dramatic and variety fare that forms the basis of network and local (syndication) schedules.

Advertising agencies have discovered that using movie names in dramas can wean an audience away from a proven program that has grown via meaty scripts, solid direction and capable but not-too-well-known actors. Since Hollywood has been building better production facilities than have been available in the east because of real estate cost differentials, the agencies and networks now find it easier to move programs to the west to satisfy the harder holdouts to television in Hollywood, as well as to entice those who don't have time enough between film assignments to come to New York. As a concomitant, ad agencies want to showcase the big names with production techniques that were learned the hard way in New York television during the past five years. The movies' golden song has also been a factor in attracting good directors to Hollywood.

Unfortunately for television, there is a solid warning of possible programming disaster in the trend to the west. No live dramatic program originating regularly in Hollywood has been successful either critically or audience-wise until rescued by imported eastern production talent. On the record, only the hard, demanding school of eastern live drama has been successful, especially when wedded with Hollywood stars.

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Transplanting hasn't yet dissipated know-how. Obviously, there's a sort of built-in bias when an easterner writes about western television, and vice versa. Yet a quick look at any convenient scoreboard will indicate that up to now television originating in Hollywood has limped badly, except for half-hour situation comedies -- and even Hollywood is now scared about the future of these. Only occasionally have half-hour filmed programs been hailed for their quality as opposed to their obvious quantity recently. Programs are getting bigger and longer and are attracting increasing audiences, but these are spot audiences which wait for a particular program and then go about their other activities. Television can't afford to create bigger stage waits because there aren't enough panel shows to fill the bill.

There's no pat answer to anything in the entertainment business. A new technical development -- possibly the new tape recordings -- will change the picture overnight. But it is immediately obvious that the networks are gambling on a big-name, get-it-quick trend and the ad agencies are going along. Television has to be a copier, more so than any other entertainment medium, because it grinds up too much material every day of the week and air time is expensive. However, if it gives up on the very program sources that formed the basis for the growth of the industry, it can only result in an imperfect geographical distortion that will harm the field. Talent development needs food and an outlet for expression, but trends indicate that the monster prefers to eat its young for immediate satisfaction.

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Milton Douglas is stepping in as one-shot producer of Arthur Godfrey and his Friends on Nov 16 when Peter Lind Hayes replaces the vacationing Godfrey for the one week, because the show will be presented in color.....Bob Hope will use a kine repeat of a sketch from one of his last season's shows on his Nov 15 program, which will also star Jeanne Crain and Betty Hutton. NBC signals the repeat as "the second example of Hope's new policy of repeating the most popular highlights of his past shows.".....Mort Abrahams and Don Medford, producer and director of General Electric Theatre, left last weekend for Los Angeles for a three and a half month's stay during which they will originate eight live programs from the coast, interspersed with film dramas. The staff used a similar NY-LA break last season at this time. Other production people shifting station are scenic designer John Lloyd, production supervisor Robert Foshko and Ronnie Neufeld, asst to the producer.

The \$12,000,000 program announced by NBC Monday to expand its color television facilities in New York, Hollywood and Chicago, breaks down to \$6,000,000 for Hollywood, \$4,750,000 for New York and \$1,250,000 for Chicago. Highlights of the program include: 1) Construction of a second color studio at NBC's Color City, in Burbank, Calif. 2) Construction of a second color studio in Brooklyn, adjacent to NBC's present color facilities. 3) Conversion of the Ziegfeld Theatre in New York into a color studio. 4) Conversion of all black-and-white facilities at WNBQ(Chi) and the construction of added color facilities. 5) Construction of an office building at Color City. 6) Tripling of technical workspace at Color City, to house the new master control, color-recording equipment and other film and technical activities. 7) Addition of four new color film chains to the network's facilities (presently four in New York and two in Color City). 8) Installation of equipment in Color City for recording color programs for rebroadcast. 9) Construction of a new master control center at Color City for all West Coast originations, replacing the present master control at the Hollywood studios. The all-color installation in Chicago will handle WNBQ's all-color local schedule, announced previously, by April 15, 1956. The Chicago facilities on that date will provide the world's first all-color TV station, with three color studios on the 19th and 20th floors of the Merchandise Mart, utilizing five live cameras and two film cameras. In addition, NBC has leased 50,400 square feet of roof space at the Mart for construction of a TV production and service shop, with the rest of the space for expansion and outdoor studio use.

Milton Berle is in the middle of another hassle, with varying stories on his differences with Gloria De Haven which resulted in her not appearing on his program last night (Tuesday). Early stories out of Hollywood Friday had her both not showing up for the program's rehearsals because of a delay in her scheduled trip from Florida to Hollywood, and on another tangent, walking out on the show in a huff after showing up late because she felt that her original part in the show had been altered too much. The stories reported that Berle had already asked Mary Beth Hughes to stand by as a sub, along with Kay Thompson and her act, to fill the big hole left in the show by Miss De Haven's bow out. The dust had barely settled on the comedian's recent dispute with Jackie Gleason and Myron Kirk of the Kudner Agency over whether Berle had received an offer from Kudner to star again for Buick this season. Berle said yes, Kudner said no and Gleason wondered why he should be put in the middle of a story that had no apparent foundation. One peculiar angle on the Berle-De Haven spat is that newspaper reports from Hollywood printed in New York on Monday said that Miss De Haven walked out on the show "a day before she was to be the guest star" while from all versions in Hollywood, the Berle staff knew on Friday that she had refused to go on. The news stories that mis-placed the time schedule seemed to be in the same family as those originally appearing in Hollywood which seemed bent on stirring up a new Berle feud. A roundup of comments from both sides indicate that Miss De Haven said that she was disturbed by mosquito bites picked up in Florida, that her part in the show had been altered to the point where she was just a foil for Berle and that her appearance under those conditions would not help her professional standing. Berle's side, as reported by a reporter, was that Miss De Haven appeared healthy, that she had a long sketch in which the two of them were on the stage alone, and that he, Berle, didn't like the stories that seemed to be deliberately staged to drag out the dispute, with one side reported one day and then the rebuttal the next day. Apart from the painful incident, the comedian said that while he liked the living conditions in Hollywood, he had only shifted his show there this season because NBC and RCA requested him to, to use the color facilities available there, superior to those ready in New York this season that were suitable for audiences. Next season he expects to cut his program schedule to less than this season's 13 color shows, all probably originating from the Ziegfeld Theatre, which will be ready for color telecasting next season.

The Sylvania Television Awards will be bulwarked by recommendations from a "Field Critics Panel" made up of 17 critics on leading publications in as many cities. The announcement yesterday, concerning the new panel, stated that the members would make quarterly recommendations to the National Committee of Judges under the chairmanship of Deems Taylor. Since the 1955 award year closed Oct 31, apparently the local angle will make itself felt in the 1956 season. The 1955 awards will be presented in New York on Nov 29.....KNXT(LA)'s six-week half-hour documentary film series titled Focus on Delinquency, concerning teen agers and their problems, presented on the station this summer, will be high-lighted at the three-day meeting of the Institute of Juvenile Court Judges in Pittsburgh, starting Nov 27. Superior Judge William B. McKesson of Los Angeles Juvenile Court is bringing them to the Institute. The films were presented to the judge to be used in rehabilitation programs for juveniles in Los Angeles County.....WCBS-TV(NY) will institute the first daytime Monday-thru-Friday strip program for a syndicated film package on a major New York network outlet, in the near future. The note accompanied an announcement that the station had bought 126 My Little Margie episodes for this purpose, presaging an upset in the local program schedule for the station, which carries the full CBS net program service.....
...The most specialized bit of script writing in TV, the highly praised opening and closing commentary by Alfred Hitchcock on his Alfred Hitchcock Presents, is done by James Allardice, Hollywood writer who was on the George Gobel staff last season.

§ § §

Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

NOVEMBER 14-20, 1955

VOLUME 7

NUMBER 46

EDITOR: Jerry Leichter

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

WEEKLY REPORT

PUBLISHED BY TELEVISION INDEX, INC.

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Saturday(19)

CBS- 11pm-12midnight EST; SPECIAL; Conquest - Great Achievements of the 20th Century; FILM & LIVE from WCBS-TV(NY), no. of stations indefinite. § Sponsor- Longines-Wittnauer Watch Co thru Victor A. Bennett Co., Inc(NY); Acct Exec- Edward D. Kahn; Comm Anncr- Frank Knight. § Pkgr- Longines-Wittnauer Watch Co (NY); Creator & Prod- Alan R. Cartoun; Prod Mgr- Peter Clark Fremd; Prod Superv- Stanley Simmons; Dir- Alan R. Cartoun; Edit Superv- Anne Herger; Edit Asst- Lawrence Silk; Music Superv- Eugene Lowell; Writer- Alan R. Cartoun; Research- Ann Byington; Spec Effects- John Lewis. § The second of two one-hour programs presented under the overall title, Conquest. The first, presented at the same hour on Oct 22 was subtitled, Man's Fight to Fly. The second program tells the story of the great discoveries, technical achievements and feats of speed and endurance of the 20th Century through a compilations of newsreel and documentary film clips, narrated by Westbrook Van Voorhis and Larry LeSueur. Music is from an original score by Eugene Lowell, performed by the Longines Symphonette and The Choraliers. The program pre-empts local programming.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Crossroads (Fri, 8:30-9pm EST) Harry Joe Brown is producer, replacing Buster Collier, for future film production.

CBS- The Robert Q. Lewis Show (Mon thru Fri, 2-2:30pm EST) Add vocalist Judy Johnson as a regular, effective Nov 16.

CTPN- (Columbia Television Pacific Network) The Harry Owens Show (Thu, 10-10:30pm PST) New day and time, effective Nov 3. The program was formerly seen Saturdays, 7:30-8pm PST. The program is seen on 17 stations, live and kine, including Anchorage, Alaska, and Honolulu, Hawaii, via kine delay.

LOCAL STATION ACTIVITY

KRCA-TV(Ch 4)- Juke Box Jury (Fri, 10-11pm PST) ADD PRODUCTION STAFF: Prod- Ann Follosom; Dir- Tom Belcher; Comm Dir- Robert Livingston. (See Page 139).

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LOCAL STATION ACTIVITY

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TALENT SHOWSHEET NOVEMBER 11 - NOVEMBER 20, 1955
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Most of the shows on Nov. 11, 12, 13 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, Nov. 18. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined. Generally, only first runs of a film series are listed.

FRIDAY NOVEMBER 11  
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Jungle Jim WRCA 6pm
 (Johnny Weissmuller)

Fortune in Ivory - (O) by Sloan Nibley; with Norman Fredric, Paul Cavanagh, Ted Hecht, Pepe Hern, Noel de Souza; (SD)

Adventures of Champion CBS 7:30pm

Add: title - Canyon of Wanted Men

THE BIG STORY NBC 9pm
 (Ben Grauer)

Lou Paris of the Chicago (Ill.) Sun Times - (O) by Alvin Boretz; with Ralph Camargo, Bob Fosse, Frank Thomas, Jr., Lionel Decker, Miriam Goldina, William Woodson, John Boyd, Joe Verdi; (SD)

IGOR CASSINI'S WAED 9pm
 MILLION DOLLAR SHOWCASE

Rita Gam, Betty George (S)

ETHEL & ALBERT ABC 10pm
 (Peg Lynch & Alan Bunce)

with Margaret Hamilton, Dortha Duckworth, Charles Jordan, Helene Dumas, Evelyn Juster, Katherine Raht, Justine Johnson, Nancy Pollock, Ruth Manning, Mary Boylan, Elmer Lehr; (SW & SD)

The Lineup CBS 10pm
 (Warner Anderson & Tom Tully)

The Garrity Case - with Marshall Reed, Eddie Firestone, Paul Burke, Jack Kelk, Billy Wayne; (SW & SD)

SATURDAY NOVEMBER 12
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Fury NBC 11am

Scorched Earth - regulars & Edward Penney, Dick Wessel, David Kassday; (SW & SD)

GRAND OLE OPRY WABC-TV 8pm  
 THE PERRY COMO SHOW CBS 8pm

Margaret Whiting (S), Roy Acuff, Kitty Wells (S)  
 Add: Mrs. Gino Prato, Richard Egan

TEXACO STAR THEATRE NBC 9:30pm  
 (Jimmy Durante)

Jeannie Carson, Peter Lawford

SUNDAY NOVEMBER 13  
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LAMP UNTO MY FEET CBS 10am
 (Dr. Lyman Bryson)

The Wedding That Almost Wasn't - (O) by Milton Wayne; with Maurice Schwartz, Boris Marshalov, Zvee Scooler; (SD) Karl Genus

LOOK UP & LIVE CBS 10:30pm
 (Merv Griffin)

Part III - Theology of Jazz - with Dave Brubeck & quartet

FRONTIERS OF FAITH NBC 1:30pm

The Phonograph - (O) by Isaac Babel; (A) by James Yaffe; with Boris Tamarin, George Ebeling, Julius Bing, David H. Levin, Anatol Winogradoff, Karl Weber; (SD) by Martin Hoade

OMNIBUS CBS 5pm
 (Alistair Cooke)

I - American Boyhood of Navy Capt. John M. Ellicott (FILM); II - Art Carney (C), segment directed by John Stix; III - The Pirates of Penzance - scenes from Gilbert & Sullivan's operetta with D'Oyly Carte Opera Company featuring Peter Pratt

Private Secretary CBS 7:30pm
 (Ann Sothern)

Mid-Town Mardi Gras - regulars & Joan Banks, Frank Orth, Robert Lowery, Lillian Bronson; (SW & SD)

Frontier NBC 7:30pm
 (Walter Coy)

Part I - King of the Dakotas - with Tom Tryon, Phyllis Coates, Alan Hale, Jr.; (SW & SD)

ED SULLIVAN SHOW CBS 8pm

Shirley Booth, Edith Piaf (S), Joyce Grenfell (C), Al Hibbler (S), Art Worsley (ventril), Purdue Glee Club

General Electric Theatre CBS 9pm

Farewell to Kennedy - (O) by William Fay; (A) by Harold Swanton; with Alan Ladd, Kathleen Crowley, Frank Faylen, Danny Richards, Jr., Syl Lamont, Isabel Randolph, Robert Armstrong, Martin Dean, George J. Lewis, Robert Osterloh, Lee Ericson; (SD) Frank Tuttle
Curtain of Fear - (O) by Eugene Francis; with Louise Allbritton, Russ Conway, David White, Jose Perez, Joseph Sweeney; (SD)

JUSTICE NBC 10:30pm
 (William Prince)

The Big Frame - (O) by Vance Bourjaily; with George Grizzard, James Gregory, Michael Strong, Dolores Sutton, John McGovern; (SD)

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TUESDAY NOVEMBER 15(Cont'd)  
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ARMSTRONG CIRCLE THEATRE NBC 9:30pm

Saturday Visit - (O) by Douglas Taylor, based on research by Emanuel Frachtenberg; with Kathleen Maguire, Jack Klugman, Robert Simon, Larry Gates, Bert Remsen, Mark Hykin; (SD) by Robert Mulligan.

Big Town NBC 10:30pm
 (Mark Stevens)

Prison Riot - regulars & Bartlett Robinson, Claude Akins, Robert Burton, Stanley Adams, Jean Ingstrom, Ray Engel; (SW & SD)

WEDNESDAY NOVEMBER 16
 ~~~~~

Brave Eagle CBS 7:30pm  
 (Keith Larsen)

Search For The Sun - regulars & Stanley Adams, Race Gentry, Bob Swan, Joe Basset; (SW & SD)

ARTHUR GODFREY & FRIENDS CBS 8pm  
Screen Director's Playhouse NBC 8pm

Peter Lind Hayes subs for Godfrey; Mary Healy, Phil Silvers  
Final Tribute - with Dan O'Herlihy, Laraine Day, Thomas Mitchell, Joyce McCluskey, Linda Lowell, Jonathan Hale, Marjorie Stapp, Eddie Marr, Kenneth Osmond, Emlen Davies, Linda Gay; directed by Andrew Stone

Father Knows Best NBC 8:30pm  
 (Robert Young)

Bud, The Lady Killer - regulars & Susan Odin, Pete Heisser, Jimmie Bates; (SW & SD)

The Millionaire CBS 9pm  
 (Marvin Miller)

The Story of Jerome Wilson - with Christopher Dark, Ross Elliott, Maxine Cooper, Fay Roope, Kay Kuter, Erville Alderson, Don Marlowe, Rosa Turich, Claire Carleton, Barry Brooks; (SW & SD)

KRAFT TELEVISION NBC 9pm  
 THEATRE

A Summer's End - (O) by Seymour Vall; with James Barton, Ian Tucker, Don Keefer, Catherine McLeod, Edgar Stehli, Victor Thorley; (SD) by George Roy Hill

20th Century-Fox Hour CBS 10pm  
 (Joseph Cotten)

The Late George Apley - (O) by J. P. Marquand; (A) by Edward Hope; with Raymond Massey, Joanne Woodward, Ann Harding, Arthur Franz; (SD) by Jules Bricken

I Led Three Lives WPIX 10pm  
 (Richard Carlson)

(O) by Rik Vollaerts; with John Zaremba, Ralph Clanton, Ralph Patten, Doug Henderson, Richard Beach; (SD)

Douglas Fairbanks Presents  
 WRCA 10:30pm

Guilt - with Joan Miller; (SW & SD) (other cast members not available at press time.)

THURSDAY NOVEMBER 17  
 ~~~~~

Sergeant Preston CBS 7:30pm
of The Yukon (Richard Simmons)

with Edward Hinton, Steve Warren, Mary Adams, Edward Foster, George Lloyd; (SW & SD)

CLIMAX! CBS 8:30pm
 (Bill Lundigan)

A Promise to Murder - (O) Oscar Wilde's "Arthur Saville's Crime"; (A) by John Kneubuhl; with Louis Hayward, Peter Lorre, Ann Harding; (SD) by Allen Reisner

The People's Choice NBC 8:30pm
 (Jackie Cooper)

regulars & Carla Balenda, Jack Dimond, Jeff Silver, Tom Bernard; (SW & SD)

STAR TONIGHT NBC 9:30pm

The Cage - (O) by Daniel Lang; (A) by John De Vries; with Patricia Collinge, Vaughn Taylor, Bruce Hall; (SD) Alan Anderson

Four Star Playhouse CBS 9:30pm

Here Comes The Suit - (O) by Douglas Welch; (A) by Frederic Brady; with David Niven, Allison Hayes, Kristine Miller, Joi Lansing, Peggy Maley, Jesse White, Alvin Greenman, William Forrest, Don Shelton, Hugh Sanders, George Eldredge, Bob Swan, Lennie Bremen, Sid Clute, Ralph Gamble, Sam Flint, John Launer; (SD) by Dick Kinon

Ford Theatre NBC 9:30pm

A Smattering of Bliss - (O) by Frederic Brady; with Larry Parks, Betty Garrett, Joi Lansing, Richard Deacon, Vivi Janiss; (SD) by Anton M. Leader

THE JOHNNY CARSON SHOW CBS 10pm

Zsa Zsa Gabor

LUX VIDEO THEATRE NBC 10pm
 (Otto Kruger)

The Hunted - (O) screenplay by Steve Fisher; (A) by Sanford Barnett; with Richard Boone, Helen Westcott; (SD) by Richard Goode; (other cast members not available at press time.)

FRIDAY NOVEMBER 18
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|                                                                          |                                                                                                                                                                                                          |
|--------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Adventures of Rin-Tin-Tin</u> ABC 7:30pm<br>(Lee Aaker & James Brown) | <u>Boone's Wedding Day</u> - with Joe Sawyer, Rand Brooks, J. P. O'Donnell, Norman Frederic, Rod Williams, Bill Hale; (SW & SD)                                                                          |
| <u>Adventures of Champion</u> CBS 7:30pm                                 | <u>Challenge of The West</u> - regulars & Christian Pasques, Myron Healey, House Peters, Jr.; (SW & SD)                                                                                                  |
| <u>Sherlock Holmes</u> WABD 8pm<br>(Ronald Howard)                       | <u>Case of The Pennsylvania Gun</u> - (O) by Henry Sandoz; with Russel Waters, Maurice Teynac, Nicholas Swarbrick, Frank Dexter; (SD)                                                                    |
| <u>Crossroads</u> ABC 8:30pm                                             | <u>Mr. Liberty Bell</u> - with Brian Donlevy, Adrienne Marden, Rankin Mansfield, Malcolm Cassell, Ricky Marshall, Kam Tong; (SW & SD)                                                                    |
| <u>Our Miss Brooks</u> CBS 8:30pm<br>(Eve Arden)                         | regulars & Isobel Randolph, Ricky Vera, Jane Morgan, Kathy Garber, Jesslyn Fax; (SW & SD)                                                                                                                |
| <u>The Life of Riley</u> NBC 8:30pm<br>(William Bendix)                  | <u>Ghost Town</u> - regulars & Douglass Dumbrille, Dorothy Kingston, Glen Turnbull, Sterling Holloway; (SW & SD)                                                                                         |
| <u>Crusader</u> CBS 9pm<br>(Brian Keith)                                 | <u>Air Express to Freedom</u> - with Jacques Aubuchon, Kurt Kreuger, Lewis Charles, Jan Arvan, Otto Waldis, Edit Angold, Hannah Landy, Harry Scheerer; (SW & SD)                                         |
| <u>Schlitz Playhouse</u> CBS 9:30pm                                      | <u>Night in The Big Swamp</u> - (O) by John Randolph Phillips; (A) by William Bruckner; with Scott Brady, Myron Healey, Joan Vohs, Wilfrid Knapp; (SD) by William Seiter                                 |
| <u>The Vise</u> ABC 9:30pm<br>(Ron Randell)                              | <u>Dead Man's Evidence</u> - with John Stone, Honor Blackman, Brenda Hogan, Brian Worth; (SW & SD)                                                                                                       |
| <u>Adventures of The Falcon</u> ABC 10:30pm<br>(Charles McGraw)          | <u>Double Identity</u> - (O) by William Leicester; with Maralou Gray, Dan Seymour, Anthony Eustrel, Jack Raine, Joseph Granby, Lou Krugman, Sven-Hugo Borg, Anna Navarro, Nick Lek; (SD) by Ralph Murphy |
| <u>The Lineup</u> CBS 10pm<br>(Warner Anderson & Tom Tully)              | <u>The False Witness Case</u> - with Marshall Reed, Trevor Bardette, Eleanor Tanin, Dick Wynne, Carl Arnold; (SW & SD)                                                                                   |

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY NOVEMBER 11 THRU FRIDAY NOVEMBER 18  
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|--|---|
| THE GEORGE SKINNER SHOW CBS 9am | Bob Eberly returns |
| GARRY MOORE SHOW CBS 10am | Mon - Ilene Woods subbing for vacationing Denise Lor; Tue - Martha Davis & Spouse (M); Fri - Shirley Jester (S), "The Amazing Mr. Ballantine" (C, magician) |
| JACK PAAR SHOW CBS 1pm | Fri - Burl Ives (balladeer) |
| NBC MATINEE THEATRE NBC 3pm (John Conte) | 11/9/55 - Delete: <u>One For The Road</u> , Add: <u>An Apple For Miss Myrtle</u> - (O) by Margaret Cousins; (A) by Robert & Kathleen Lindsay; with Geraldine Page; 11/10 - Delete: <u>An Apple For Miss Myrtle</u> ; Add: <u>The Man Without A Country</u> - (O) by Edward Everett Hale; (A) by Elihu Winer; with James Daly, Hugh Beaumont, Philip Bourneuf, Adele Mara, Ralph Clanton, John Launer; 11/11 - Delete <u>The Man Without A Country</u> ; Add: <u>Big Hearted Herbert</u> - (O) by Sophie Kerr & Ann Richardson; (A) by Kay Arthur; 11/14 - <u>Jigsaw</u> - (O) by Seymour Stern; with Judith Evelyn, Tom Laughlin, Addison Richards, Angie Dickenson, Mary Adams, Ann Seaton, Paul Bryar; 11/15 - <u>She's The One With The Funny Face</u> - (O) by Robert Barbash; (A) by H. Hanff; with Judy Canova; 11/16 - <u>All The Hoffmeyer's in the World</u> ; (O) by Anthony Spinner Ashley; 11/17 - <u>The Aspern Papers</u> - (O) by Henry James; 11/18 - <u>Roman Fever</u> - (O) by Edith Wharton; (A) by H. R. Hayes |
| DATE WITH LIFE NBC 4pm (Logan Field) | M thru F - Barbara O'Neil, Billy Redfield, Don Hastings, Dolores Sutton, George Petrie, Eleanor Phelps, Charles Penman, Sheila Copelan, Clem Fowler; cast will continue thru 12/15 |
| MODERN ROMANCES NBC 4:45pm (Martha Scott) | 11/14 thru 11/18 - (O) by Harry W. Junkin; with Ross Martin, Elizabeth York, Ralph Bunker, Dorothy Elder, Connie Francis(S) (SD) |
| THE ROBERT Q. LEWIS SHOW CBS 2pm | Judy Johnson (S) as regular, effective 11/16. |
| COKE TIME STARRING EDDIE FISHER NBC 7:30pm | 11/14 thru 11/18 show emanates from Miami Beach, Fla. Shows on 11/15, 11/16 will feature Gisele MacKenzie (S) |

SATURDAY NOVEMBER 19

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Captain Midnight CBS 11am  
(Richard Webb)

Doctors of Doom - (O) by Wells Root; with Frances Karath, Buddy Baer, Harald Dyrenforth, Jack George, Harry Cody; (SD)

Tales of The Texas Rangers CBS 11:30 am

Prairie Raiders - (O) by Robert Schaefer & Eric Freiwald; with Rand Brooks, Sandy Descher, Craig Duncan, Kenny Garcia, Steve Mitchell; (SD)

Ramar of The Jungle WPIX 7pm  
(Jon Hall)

White Man's Magic - with Max Terhune, Nick Stewart, Archie Savage, Phil Thomas; (SW & SD)

STAGE SHOW CBS 8pm

Eddie Albert & Margo, Yma Sumac (S), George De Witt (C)

THE PERRY COMO SHOW NBC 8pm

Rosemary Clooney (S), Robert Merrill (S), Buster & Cuffy Crabbe, Chiquita & Johnson (D), Dave Barry (C)

FORD STAR JUBILEE CBS 9:30pm

The Caine Mutiny Court Martial - (O) Herman Wouk, TV adaptation by Wouk from his stageplay of the same name; with Frank Lovejoy, Lloyd Nolan, Barry Sullivan, Russell Hicks, Ainslie Pryor, Charles Nolt, Robert Gist; (SD) by Franklin Schaffner

GEORGE GOBEL SHOW NBC 10pm

Tennessee Ernie Ford

SUNDAY NOVEMBER 20

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LOOK UP & LIVE CBS 10:30am

Readings from "Leaves of Grass" by Walt Whitman; with Jared Reed, Robin Roberts (balladeers)

HALLMARK HALL OF FAME NBC 4pm
(Maurice Evans)

The Devil's Disciple - (O) by George Bernard Shaw; with Maurice Evans, Ralph Bellamy, Dennis King, Teresa Wright, Jada Rowland, Margaret Hamilton, Leo Britt, Logan Ramsey, Ian Martin, Somer Alberg, Bernard Tone, Morton L. Stevens, Michael Hogan, Clifford Cothren, Cavada Humphrey, Flossie Ellis, Winston Ross, Henderson Forsythe, Richard Bowler, MacGregor Gibb, Gerard Holman, Robert Geiringer, Allan Miller, Alan Shayne, George Sullivan, Roger Hamilton, Don Rackerby, G. Wood; TV adaptation by S. Mark Smith; (SD) by George Schaefer

Captain Gallant of The Foreign Legion NBC 5:30pm

The Hat - (O) by Jack Andrews; regulars & Norma Eberhardt, Gilles Queant, Philip Reed; (SD) by Marcel Cravenne

The Roy Rogers Show NBC 6:30pm
(Dale Evans)

The Brothers O'Dell - regulars & Bob Brice, Reed Howes, Dennis Moore, Henry Rowland, George Eldridge, Dan Barton, Paul Harvey; (SW & SD)

THE ED SULLIVAN SHOW CBS 8pm

Carol Channing, Ted Lewis, Vicente Escudero (Spanish dancer), Jack Carter (C), Wandy Tworeck (C) violinist, Jack Palance

COLGATE VARIETY HOUR NBC 8pm
(Robert Paige)

Harry Belafonte (S), Gordon MacRae (S), Mamie Van Doren, Ray Anthony (M), Muriel Abbott Dancers, Bob Hamilton Trio

Alfred Hitchcock Presents CBS 9:30

Our Cook's a Treasure - (O) by Robert C. Dennis; with Everett Sloan, Janet Ward, Beulah Bondi, Elliott Reid, Gavin Gordon, Olan Soule, Doris Singleton, Walter Woolf King; (SD) by Robert Stevens

Loretta Young Show NBC 10pm

Thanksgiving in Beaver Run - (O) by Audrey Lives; additional dialogue - Robert Wright Campbell; with Loretta Young, William Campbell, Dick Foran, Hugh Corcoran, John Smith, Ralph Votrian, Terry Forst, William Fawcett; (SD)

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NOVEMBER 16, 1955

NOV 16 1955

VOLUME 7 NUMBER 46 A

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EDITOR: Jerry Leichter

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MID-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

Hollywood must be extremely nervous about what's happening in television. Only this feeling of insecurity, a searching for reassurance that the gold rush will last, could have been responsible for the action of Leo Guild of "The Hollywood Reporter" in completely misinterpreting our analysis of the drift of programming from New York to Hollywood, included in last week's Mid-Week Special. Mr. Guild, who has always been very gracious and accurate when quoting or citing our comments, in his column of Nov 11 in The Reporter led off thusly: "Jerry Leichter, editor of Ross Reports, sounds the death knell for TV in New York with..." and then quotes only the first paragraph of our opinions in support of this amazing conclusion. Mr. Guild obviously did not read down to the statement leading off the fourth paragraph: "Unfortunately for television, there is a solid warning of possible programming disaster in the trend to the west." If it must be stated again, so that there is no possible misunderstanding: If the decision to originate a program in Hollywood is based solely on the fact that better production facilities are available there, television programming is heading for trouble. Only in the production of some half-hour film series has Hollywood been able to maintain a high critical and audience standard. As far as drama is concerned, the best has come from New York or has been done by imports from the east in Hollywood. No one city or geographical entity has a monopoly on talent or programming imagination, but in Hollywood the pool of movie talent has merely gone along with television, while in New York, Broadway and the off-Broadway stage have furnished a continuously fresh, challenging group of new talents. In New York, talent is brash and hungry and works well in tight corners. In Hollywood, well -- the future holds the answer.

Westinghouse Studio One is not moving to Hollywood. It will stay in New York, according to contracts that were signed only ten days ago. No one connected with the program knows how the rumors got started, but once they started appearing in the columns they were impossible to squelch. There was one story that Westinghouse would sponsor a 90-minute special project from Hollywood, but another theory advanced as the reason for the unfounded rumors on the move might have been the real base, since the date coincides. Some time ago there was a plan to integrate full-color commercials into a February Studio One program. Because of the shortage of available space in New York, it was thought that the commercials might be produced in Hollywood and cut in to the program. The plan reportedly lasted just two days when the high cost of the idea killed it. That query about space for the live commercials may have cued the story of a February move.

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(MORE)

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.

John Gibbs' Meridian Productions, Inc., has been signed by ABC to produce 26-39 hour-and-a-half filmed television drama features for network presentation beginning next fall. Working title for the project is Command Performance. Gibbs has writers working on an assignment basis. Robert Weitman has been named supervisor of the project for ABC. The films would utilize top names, with the major part of the production scheduled for Hollywood, with a few to be made at overseas locations. ABC and Gibbs previously joined in establishing production facilities in Bermuda, so the new connection is a logical extension of previous program planning.....When hour-and-a-half or longer films (two-hour projects are also on the ABC-Gibbs agenda) are produced for television, there is the obvious further possibility that they will be released overseas for theatrical distribution. If unions are placated properly, there is also no barrier to theatrical release in the U. S. at a later date. The NBC experiment with Sir Alexander Korda's "The Constant Husband" will also be watched closely to see what returns are when it goes into theatres in this country.....It might also be noted that the ABC network is casting its lot firmly with filmed drama. Live packages on the net at present are from outside sources.

Last week NBC quoted the remarks of Albert McCleery, exec producer of NBC Matinee Theatre, at a script seminar attended by 350 writers, to the effect that "there are lazy writers and poor writers and downright bad writers, but no writer who studies TV's needs carefully and works hard to meet them is starving." He added that as far as his program was concerned, "We're open to stories the writer would be afraid to write for other mediums." (Parenthetically, some of the re-runs of evening program scripts being used by McCleery have to be extensively altered for his 'Cameo Theatre' production technique).....For another view of television writing, CBS today issued a release on Rod Serling, much-acclaimed 30-year-old TV writer, in which Serling is quoted: "Writing is a pretty lonely thing. You sit at the typewriter, in a void. No one can help you. A lot of it is just fighting discouragement." After countless rejections, Serling sold a script to a big TV show in 1951 and in the next few years sold over 90 more to various programs. That year, 1951, was also marked by the sale of a script that had been turned down two years earlier with the advice that he should give up trying to be a writer. In other words, television is no different from the magazine or movie worlds, in which success breeds success and even old manuscripts sell when by-lined by a bright name.

Frigidaire Division, GMC, drops My Favorite Husband, CBS, Tuesdays, 10:30-11pm, at the end of its first cycle, but has retained the time spot for a new show not yet set.....TPA was scheduled to start production in Hollywood yesterday on a new Daniel Boone series, with Sid Salkow directing.....Conne-Stephens Productions in Hollywood is scheduling production of its planned anthology series with the idea that any one of the films can provide a pilot for a new series on its own. Close to a dozen stories of various types have already been acquired on this premise.

Worthington Miner said in Hollywood recently that "Television has developed more fine creative talent in the past five years than the motion picture business has in 40 years of professional existence. Television now is also a close competitor to the stage for high dramatic quality." He also feels that television is the one medium where the program and not the actor can be established as attractions on their merits, with proper presentation, story quality and authenticity. He feels that the longest-lasting shows in TV will be the quality anthology show, as opposed to the gimmicked programs.

NBC has acquired exclusive TV rights to Queen For a Day, currently seen over the ABC Western Television Net on a pickup from KHJ-TV(LA), for presentation on the NBC net in an afternoon spot, starting in January. Jack Bailey will continue as host on the program. The program debuted locally in LA on TV in February, 1952, and on the ABC regional net on Jan 24, 1955. The current radio show over the Mutual net is an audio tape of the TV program.

The Omnibus presentation of Oliver Goldsmith's "She Stoops to Conquer" next Sunday will occupy the entire hour-and-a-half program time. It had been announced earlier that a shorter version would be presented. Michael Redgrave, whose two previous appearances on television in the U. S. were also on Omnibus (1952, 1953), will be supported in the play by Hermione Gingold. Featured in the cast are Barbara Jefford, Walter Fitzgerald and Rex Everhart....."Miracle on 34th Street" will be the Christmas program on The 20th Century-Fox Hour on CBS on Dec 14. Thomas Mitchell will play Kris Kringle, Macdonald Carey plays the lawyer and Teresa Wright is the girl who gets Kris the job in the dept store that starts the fuss.....CBS will present the next See It Now on Nov 27, pre-empting the entire Omnibus Sunday time from 5-6:30pm. The program will examine the acute national educational problem under the title, "Ballots at Bear Creek: An Educational Western". The program examines the controversy brought on by a school bond issue proposal in Jefferson County, Colo., on the western edge of Denver.....Katherine Copeland will be the television interviewer in NBC's Playwrights '56 on Nov 22, replacing Margaret Truman, who withdrew from the role because of other commitments (her NBC Weekday radio chores). The play is "Daisy, Daisy."

PEOPLE GOING PLACES: Henry Howard named director of music operations for the CBS TV net, supervising all television music operations for both New York and Hollywood..George Rice named program director of WABC-TV(NY), succeeding Arden Rodner, Jr., who resigned. Tak Kako has been named film director of the station, succeeding Rice in that post.....Judith Waller appointed public affairs representative for the NBC network. She has been director of public affairs and education for NBC in Chicago. She started as manager of radio station WMAQ(Chi) in 1922, staying with NBC when it took over the station in 1931.....Peter Hackes has moved from the CBS news staff in Washington to the NBC news staff in that city.....Donald H. McGannon elected president of Westinghouse Broadcasting Co., Inc., succeeding Chris J. Witting, who resigned to become v.p. and general manager, consumer products, Westinghouse Electric Corp.....Compton Advertising, Inc(NY) will move to 625 Madison Ave., New York, about March 1, 1956. The agency is presently at 261 Madison Ave.

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Ross Reports ON TELEVISION

INCLUDING

THE TELEVISION INDEX

NOVEMBER 21-27, 1955

VOLUME 7

NUMBER 47

EDITOR: Jerry Leichter

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

WEEKLY REPORT

PUBLISHED BY TELEVISION INDEX, INC.

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

Wednesday(23)

CBS- 6-6:30pm EST; SPECIAL; Thanksgiving Eve Parade of Light; LIVE from WCBS-TV (NY), 32 stations live, none kine. § Sponsor- General Electric Co: Lamp Division thru Batten, Barton, Durstine & Osborn, Inc(Cleve); Acct Exec- George Cozzens; TV Acct Rep & Comm Superv- Jeff Maguire(NY); Comm Ann-cr- Allyn Edwards. Small Appliance Division thru Young & Rubicam, Inc(NY); Acct Exec- William Calhoun; Comm Superv- Joyce Sentner; Comm Ann-cr- Kathi Norris. § Pkgr- CBS Public Affairs(NY); Prod- Paul Levitan; Dir- Vern Diamond. § Telecast of the annual Bamberger Dept Store parade in Newark, N. J., held this year for the first time on Thanksgiving eve instead of on Thanksgiving Day. Phil Silvers will be "king" of this year's parade, which will also feature comedians Bud Abbott and Lou Costello, CBS' Bob Keeshan and Robin Morgan. Narrators for CBS will be Charles Collingwood and Kathi Norris. The program is in open time.

Thursday(24)

ABC- 10:15-11am EST; SPECIAL; Thanksgiving Day Parade; LIVE from WXYZ-TV(Detroit), no. of stations indefinite. § Sponsor- Chrysler Corp thru McCann-Erickson, Inc(Detroit); Acct Execs- A. B. Godshall(Det), Bob Widener(NY); Comm Ann-cr- Bill Bivens. § Pkgr- ABC-TV; Prod- WXYZ-TV staff and crew. § Telecast of the annual J. L. Hudson Co dept store Thanksgiving Day parade in downtown Detroit. Ventriloquist Jimmy Nelson will describe the highlights of the parade, which is keyed this year to the theme, "A Child's Dream of Fairyland Come True." The program is in open time.

ABC- 12noon-3pm EST; SPECIAL; Detroit Lions-Green Bay Packers Pro Football; LIVE from WXYZ-TV(Detroit), ABC net stations, plus WOR-TV(NY) & KHJ-TV(LA), no. of stations indefinite. § Sponsor- General Tire & Rubber Co thru D'Arcy Advertising Co(Cleve); Acct Superv- S. P. Seward(Cleve); Acct Exec & TV Acct Rep- Newt Stammer(NY); Comm Ann-cr- Jay Jackson. § Traditional holiday game between the Detroit Lions and the Green Bay Packers of the National Professional Football League at Briggs Stadium, Detroit. Harry Wismer handles the play-by-play. The game will be seen over stations WABC-TV & WOR-TV in New York and over KABC-TV & KHJ-TV in LA. The game is in open net time.

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THIS WEEK(More)

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THIS WEEK(Cont'd)

Thursday(24)

CBS- 5-6pm EST; SPECIAL; Thanksgiving Day Festival; LIVE from WCBS-TV(NY), more than 153 stations live. § Sponsor- Longines-Wittnauer Watch Co thru Victor A. Bennett Co., Inc(NY); Acct Exec- Edward D. Kahn; Comm Anncr- Frank Knight. § Pkgr- Longines-Wittnauer Watch Co(NY); Prod & Dir- Alan Cartoun; Co-Dir- Ted Estabrook; Asst Dir- Paula Cartoun; Music Superv- Rudy Sims; Music Dir- Eugene Lowell; Sets- Kathleen Ankers; Choreog- Tony Charmoli. § Seventh annual Thanksgiving Day program presented by Longines, featuring a fairy tale ballet called "The Sea Princess," narrated by Basil Rathbone, featuring the Longines Symphonette and The Choraliers. A variety show segment on the program is headed by balladeer Burl Ives. Frank Knight is host for the program.

NBC- 11am-12noon EST; SPECIAL; Macy's Thanksgiving Day Parade; LIVE from WRCA-TV (NY), 80 stations live and quick kine. § Sponsor- Ideal Toy Corp thru Grey Advertising Agency, Inc(NY); Acct Execs- William Brennan, Lawrence Egan; Comm Anncr- Jack Barry. § Pkgr- NBC-TV(NY); Prod & Dir- Robert Priaulx. § Telecast of the 39th annual Macy's Thanksgiving Day Parade, designed around the theme, "A Child's Life." Featured parade participants are Danny Kaye and his daughter Dena, Pinky Lee, Buster Crabbe, Hopalong Cassidy and Rin-Tin-Tin. Bob Smith is narrator for the telecast. The program replace Home, this day.

NBC- 5-6pm EST; SPECIAL; Assignment: India (Color); FILM from WRCA-TV(NY) to the net. § Sustaining. § Pkgr- NBC Public Affairs(NY); Prod & Dir- Ted Mills; Assoc Prod & Field Dir- Robert Graff; Prod Mgr- Don Cash; Orig Music- Alan Heyhaness; Music Dir- Maurice Levine; Art Dir- Merle James; Continuity- John Frederick Muehl; Superv Film Ed- Sidney Meyers; Photogs- W. Suschitzsky, Malcolm Gasper; Gandhi Pictures- Margaret Bourke-White. NBC color filmed spectacular, with Chester Bowles, former U. S. Ambassador to India, telling the story of India as he has seen it and as NBC cameramen record it, including material on the late Mahatma Gandhi through rare tapes and previously unpublished still photos. The program replaces the Pinky Lee Show (5-5:30pm) and Howdy Doody (5:30-6pm) this day only.

Saturday(26)

CBS- 4-4:30pm EST; SPECIAL; The Pimlico Special; LIVE from WMAR-TV(Balt), to the net. § Sustaining. § Pkgr- CBS Sports(NY); Prod & Dir- Judson Bailey. § Bryan Field describes the running of The Pimlico Special at Pimlico Racetrack in Baltimore, the 19th running of the \$50,000 feature horse race.

OTHER NETWORK CHANGES & ADDITIONS

ABC- Outside U.S.A. (Tue, 10-10:30pm EST) New day and time, effective Nov 8. It was previously seen Thu, 10-10:30pm. In its new spot it replaced Talent Varieties (last show Nov 1).

CBS- Arthur Godfrey Time (Mon thru Thu, 10:30-11:30am EST), Arthur Godfrey's Talent Scouts (Mon, 8:30-9pm EST), Arthur Godfrey and his Friends (Wed, 8-9pm EST) All programs seen on their respective days during the week beginning Nov 21 will originate during that week only from Miami Beach, Fla.; then return to New York.

Strike it Rich (Mon thru Fri, 11:30am-12noon EST) Special telecast during the entire half-hour Thursday, Nov 24, of the 35th annual Philadelphia Thanksgiving Day Toyland parade (Gimbel Brothers), keyed to the theme, "The Land of the Legends," with Warren Hull, m.c. of Strike It Rich riding in the parade and narrating the network portion of the coverage, assisted by Gene and Joan Crane of WCAU-TV(Phila) which will originate the telecast.

OTHER NET CHANGES(Cont'd)

- CBS- See It Now (Nov 27, Sun, 5-6:30pm EST) Irregularly presented program in its second production of the new season, an analysis of the nation's school needs under the title, "Ballots at Bear Creek: An educational Western". The program pre-empts Omnibus in this spot, one time only. (See page 134).
- CTPN- (Columbia Television Pacific Network) Panorama Pacific (Mon thru Fri, 7-9am PST) The California network program (3 stations) adds station KOIN-TV(Portland, Ore) and KPNT-TV(Tacoma) to the net for the 8-9am period daily, effective Nov 14.
- NBC- Wide Wide World (Every Other Sun, 4-5:30pm EST) 4th program (Nov 27) production staff: Prod- Hal Keith; Dir- Dick Schneider(NY), with unit directors in field. (See page 139).

LOCAL STATION ACTIVITY

- WBBM-TV(Ch 2) - Howard Miller Presents; DEBUT Nov 22; Wed, 11pm-12midnight CST. Premiere of show originally scheduled to debut Nov 1. All previous information (on page 138) is the same.
Chicago
- KHJ-TV(Ch 9) - Secrets of Charm; DEBUT Nov 20; Sun, 4:30-5pm PST. Sponsor- Chieftain Pontiac thru Lee J. Roberts Agency(LA). Johnny Dugan is m.c. for the half-hour series which is designed to help the average woman discover and highlight her hidden beauty.
Los Angeles
- KRCA-TV(Ch 4) - The Dick Contino Show; DEBUT Nov 18; Fri, 6:15-6:30pm PST. Sustaining. Pkgr & Prod- KRCA-TV; Dir- Alan Armer. Accordionist Dick Contino stars on this new musical series. Pete Rugolo conducts the orchestra.
Los Angeles
- KNXT(Ch 2) - In Person; DEBUT Nov 12; Sat, 11pm-12midnight PST. Sponsors- (11-11:30 pm) Brucks & Rule (Oldsmobile dealers) thru Tilds & Cantz Advertising (LA). (11:30-12midnight) Rheingold Brewing Co thru Foote, Cone & Belding(LA). Prods- Army Archerd, George Draine. Hollywood columnist Army Archerd is m.c. for this quiz show which features a panel of four guests each week and a guest "judge", all from among Hollywood stars and studio executives. Panelists take turns in attempting to identify an object, some dialogue or an individual voice from a major motion picture, newsreel or sports short subject. Another feature of the program will be an "on air" screen test for some Hollywood talent scout's latest "find".
Los Angeles
- KTTV(Ch 11) - The Johnny Otis Show; DEBUT Nov 15; Tue, 7-7:30pm PST. Sustaining. Pkgr & Prod- KTTV; Dir- Jim Gates. Johnny Otis and his band star in a rhythm and blues show, with vocalists Jeannie Barnes, Mel Williams, The Sheiks, Don Julian, The Meadowlarks, Marie Adams and Little Arthur Mathews.
Los Angeles
- KTTV - Mr. Genius; RETURN Nov 16; Wed, 7-7:30pm PST. Sustaining. Pkgr & Prod- Ross-Danzig Productions in assoc with John Masterson; Dir- Jim Agnello. The quiz program starring Art Baker as m.c. and quiz master, returns from a one-month vacation. Mr. Genius is a masked man who competes alone in a question-and-answer game against a changing panel of experts from different fields. Art Baker asks the questions and decides whether the panel or Mr. Genius answers correctly first.
- WTVJ(Ch 4) - The Gloria DeHaven Show; DEBUT Nov 22; Tue & Thu, 3-3:30pm EST. Sponsor- Fincher Motors, Inc (Oldsmobile dealer), Miami, direct. Pkgr & Prod- WTVJ; Dir- Russ T. Bruton. Gloria DeHaven stars in her own musical-variety show; singing, interviewing guests and audience participation features. Miss DeHaven also does the commercials.
Miami

6

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[illegible]

FRIDAY NOVEMBER 18

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Jungle Justice - (O) by J. Benton Cheney; with regulars & Paul Cavanagh, Ted Hecht, Pepi Hern, Noel de Souza; (SD)

The Hastings Secret - (O) by Lee Hewitt; with Bill Williams,
Barbara Hale, Morris Ankrum; (SD)

Victor Cohn of the Minneapolis (Minn.) Tribune - (O) by Gail Ingram; with Charles Aidman, Fred Tozere, Michael Ingram, Irja Jensen, Dorothy Sands, Walter Arnold, Stephen Ellsworth, Frederick Rolf; (SD)

Salvatore Baccoloni (S)

In Houses I Enter - (O) by Arthur Behrstock; with Wallace Ford, James Daly, Sylvia Davis, Kathleen Murray, John McGovern, Allen Nourse; (SD) by Jack Smight

with Vinton Hayworth, Nancy Pollock, Leona Powers, George Ebeling, Robert Fortin, Remo Pisani, Don Hylan, Maurice Shrog, Shirley Eggleston; (SW & SD).

SATURDAY NOVEMBER 19

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Joey's Dame Trouble - (0) by Robert Bailey; regulars only; (SW
& SD)

Delete : Margo

Peggy Lee (S)

SUNDAY NOVEMBER 20

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Sun in the Afternoon - (O) by Vernon Delston; with Ruth White,
Martin Rudy, Leon Belasco; (SD)

The Ounce & the Pound - (O) Anonymous; with Cliff Carpenter, Vera Allen, Wendell Holmes, Bill Adams, Bill Smith, Sydney Smith, David Winters, Ethel Everett, Terry Carter, Millicent Coleman, Jan Henry, Mandel Kramer, Wynn Wright, John Seymour, Jim Kelly, Ned Wertimer; (SD)

The Root & the Flower - (O) by Virginia Mazer; with Raymond Massey, Wesley Addy, Ralph Bell, Richard Casey, Tom Glazer, Truman Smith, Harrison Dowd, Florence Stanley, Gene Leonard, Joseph Boland, Eernard Lenrow, Barbara Karen; (SD)

She Stoops to Conquer - (O) by Oliver Goldsmith; (A) by Maurice Valency; with Michael Redgrave, Hermione Gingold, Barbara Jefford, Walter Fitzgerald, Rex Everhart, Maria Brit-Neva, Fritz Weaver, Roger Evan Boxill, James Mullhollin, Victor Wood, Patricia Moore, Frederick Worlock, Joe E. Marks, Carl White; (SD) by Elliot Silverstein

The Crystal Ball - regulars & Carol Veazie, Ralph Peters, Nancy Kulp; (SW & SD)

Johnny Carson (C)

Delete: Carol Channing; Add: Dr. Jive's Rhythm & Blues, Cesare Slep (S)

Delete: Mamie Van Doren; Add: Fran Warren (S)

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Journal of Interpersonal Violence 26(10)

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Figure 1. The effect of the concentration of the *Agrobacterium* suspension on the transformation efficiency of *Agrobacterium* strains. The number of transformed cells was determined by the number of colonies obtained on the selective medium. The results are the mean of three independent experiments. Error bars represent the standard deviation.

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SUNDAY NOVEMBER 20(Cont'd)

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General Electric Theatre CBS 9pm  
(Ronald Reagan)

Prosper's Old Mother - (O) Bret Harte; (A) by William Bowers; with Ethel Barrymore, Ronald Reagan, Joyce Holden, Edgar Buchanan, Norman Leavitt, Charles Bronson, Dabbs Greer, John Doucette, Charles Halton; (SD) by Sidney Lansfield

GOODYEAR PLAYHOUSE NBC 9pm

One Mummy Too Many - (O) by Alvin Sapinsley; with Eva Gabor, Tony Randall, David Opatoshu, Henry Lascoe, Barry Kroeger, Basil Langton, Henry Jones, Malcolm Lee Gegg, John McGiver; (SD) by Sidney Lumet

APPOINTMENT WITH ADVENTURE CBS 10pm

Relative Strangers - (O) by Irving Werstein; with Elizabeth Montgomery, Hurd Hatfield, George Voskovec, Jacqueline Brooks, William Windom; (SD) by Paul Stanley

JUSTICE NBC 10:30pm  
(William Prince)

Shadow of Guilt - (O) by Art Wallace; with Don Murray, James Westerfield, Nan McFarland; (SD)

MONDAY NOVEMBER 21

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Highway Patrol WRCA 7pm
(Broderick Crawford)

(O) by Gene Levitt; with Jack Stang, Cyril Delavanti, George Meader, Kathleen Mulqueen, Ralph Neff, Pat Conway, Roy Lennert, Claudia Barrett, Carl Princi, Richard Deems; (SD) Leon Benson
(Also on WPIX Wednesday 9:30pm)

Adventures of Robin Hood CBS 7:30pm
(Richard Greene)

Checkmate - with Bernadette O'Farrell, Leslie Phillips; (SW&SD)

TV Reader's Digest ABC 8pm
(Hugh Reilly)

The Voyage of Capt. Tom Jones, Pirate - (O) by Marquis James; (A) by Wells Root; with Louis Hayward, Noel Drayton, Kathryn Beaumont, John Stephenson, John Bryant, Edward Colmans; (SD) by Christian Nyby

CAESAR'S HOUR NBC 8pm

Abandon Ship For Love - regulars & Paul Reed, Brandon Peters, Mildred Cook; (SW & SD)

VOICE OF FIRESTONE ABC 8:30pm

Brian Sullivan

ARTHUR GODFREY'S TALENT SCOUTS CBS 8:30pm

regulars from Miami Beach, this week only.

December Bride CBS 9:30pm
(Spring Byington)

Skid Row - regulars & Percy Helton, Joe Besser, Irene Tedrow, Michael Garth, Louis Nicoletti; (SW & SD)

ROBERT MONTGOMERY PRESENTS NBC 9:30pm

Isobel - (O) by Doria Folliott; with Geraldine Fitzgerald, Ann Meacham, Robert Carroll, Viola Roach, Alfred Ryder, Patricia Roe, Donald McKee, Allan Lindstrom, Sarah Meade, William Webb Sanders, Bob Herrman; (SD) by John Newland

STUDIO ONE CBS 10pm

Julie - (O) by David Davidson; with Roni Dengel, Jan Miner, Terry O'Sullivan, Jimmy Sommer, Frederic Downs, Joel Crothers, Ellie Sommers, Jill Seiferth, Toni Halloran, Carl Benson, Bob Killgallen; (SD) by Paul Nickell

TUESDAY NOVEMBER 22

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Steve Donovan WRCA-TV 6pm  
(Douglas Kennedy)

Journey to Justice - (O) by Robert Leslie Bellem; with Murvyn Vye, Hugh Sanders, Phil Tead; (SD)

Warner Bros. Presents ABC 7:30pm  
(Gig Young)

Cheyenne - with Clint Walker, L. O. Jones, Myron Healy, Lisa Montell, Julian Rivero, Adele Mara; (SW & SD)

The Phil Silvers Show CBS 8pm

The 100th Anniversary - regulars & Al Checco, Temple Texas; (SW & SD)

THE MARTHA RAYE SHOW NBC 8pm

Johnnie Ray (S), Gene Krupa & Quartet (M), Stubby Kaye (C), Danny Daniels Dancers

Wyatt Earp ABC 8:30pm  
(Hugh O'Brian)

The Big Baby Contest - with Douglas Fowley, Touch Connors, Jill Richards, Helen Van Tuyl, Ella Ethridge; (SW & SD)

Navy Log CBS 8:30pm

The Transfer - with Alvy Moore, Sally Fraser, Gayle Kellogg, Rodney Bell, William Bryant, John Alvin, Charles Maxwell; (SW & SD)

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TUESDAY NOVEMBER 22(Cont'd)

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Jane Wyman's Fireside Theatre NBC 9pm

His Maiden Voyage - with James Barton, Charles Winninger; other cast members & writer not available at press time.

DuPont Cavalcade Theatre ABC 9:30pm

American Thanksgiving - (O) by Robert Stevenson; with Walter Coy, Richard Gaines, Larry Johns, Dick Rich, Helen Van Tuyl; (SD)
(repeat of film shown previously 11/23/54)

RED SKELTON SHOW CBS 9:30pm

Nancy Walker (C)

PLAYWRIGHTS '56 NBC 9:30pm

Daisy, Daisy - (O) by Sumner Locke Elliott; with Tom Ewell, Jane Wyatt, Eloise McElhone, Edith Miser, Al Checco, Lou Vernon, Agnes Doyle, Jane Moultrie, James Reese; (SD) by Arthur Penn

My Favorite Husband CBS 10:30pm

regulars & David Burns; (SW & SD)

Big Town NBC 10:30pm
(Mark Stevens)

Mental Health - regulars & Peggy Webber, Robert Knapp, Faye Spain, David McMahon; (SW & SD)

WEDNESDAY NOVEMBER 23

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Death Valley Days WRCA 7pm  
(Stanley Andrews)

Wildcat's First Piano - with Michael Garth, Marilyn Saris, Marjorie Bennett, Fran Allen, Jeanne Gerson, Ron Sha'an, John Mit-chum, Hal Taggart; (SW & SD)

Screen Director's Playhouse NBC 8pm

The Brush Roper - (O) by Fred Gipson & William Tunberg; with Walter Brennan, Olive Carey, Lee Aaker, Edgar Buchanan, Chuck Connors; (SD) by Stuart Heisler

Father Knows Best NBC 8:30pm  
(Robert Young)

Thanksgiving Day - regulars only; (SW & SD)

The Millionaire CBS 9pm  
(Marvin Miller)

The Story of Nora Paul - with Katherine Bard, Olive Blekeney, Ralph Montgomery, Herbert Butterfield, Bart Burns, Clark Howatt, Linda Stirling, Earl Robie, Gail Bonney, Lonnie Thomas; (SW & SD)

KRAFT TELEVISION THEATRE NBC 9pm

Day of Judgment - (O) by Harry Julian Fink; with Lydia St. Clair, Dino di Luca, Lorne Greene, Sylvia Daneel, Don Gordon; (SD) by Billy Graham

THE U. S. STEEL HOUR CBS 10pm

Incident in an Alley - (O) by Rod Serling; with Farley Granger, Larry Gates, Lori March, Alan Hewitt, Peg Hillias, Jacques McGregor, Edward Binns, Don Hammer, Vivian Nathan, Arthur Batanides, Viola Berwick, Dotts Johnson, Henry Scott, Joe Julian, William Herman, Henry Beckman, Harry Holcombe, William Canfield, Richard Grayson; (SD) by Daniel Petrie

I Led Three Lives WPIX 10pm  
(Richard Carlson)

(O) by Stuart Jerome; with Eddie Garr, John Zaremba, Mack Williams, Ted Jacques; (SD)

Douglas Fairbanks Presents WRCA 10:30pm

A Borderline Case - with Greta Gynt, Bernard Lee, Robin Bayley; (SW & SD)

THURSDAY NOVEMBER 24

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THANKSGIVING DAY FESTIVAL CBS 5pm
(Frank Knight)

The Sea Princess - with Basil Rathbone, Burl Ives, Leonid Hambro (M); directed by Alan Cartoun

Sergeant Preston of The Yukon CBS 7:30pm
(Richard Simmons)

with Larry Chance, Douglas Henderson, George Mather, Jack Hill, Richard Powers, Hazel Franklyn; (SW & SD)

The Bob Cummings Show CBS 8pm

regulars & Leslie Gaye; (SW & SD)

CLIMAX ! CBS 8:30pm
(Bill Lundigan)

Portrait in Celluloid - (O) by Rod Serling; with Jack Carson, Kim Hunter, Don Taylor, Audrey Totter; (SD) by John Frankenheimer; (COLOR)

The People's Choice NBC 8:30pm
(Jackie Cooper)

regulars & Joi Lansing; (SW & SD)

STAR TONIGHT ABC 9pm

Have Faith in Your Agent - (O) by Judith Parrish; with Sylvia Field, Ernest Truex, Jack Manning; (SD) by Norman Morgan

Four Star Playhouse CBS 9pm

Looking Glass House - (O) by Milton Geiger; with Ida Lupino, Arthur Franz, Olive Blakeney, Sam Flint, Charlotte Lawrence; (SD) by Roy Kellino

THURSDAY NOVEMBER 24(Cont'd)

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|                                   |                                                                                                                                                                                                                            |
|-----------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Ford Theatre</u><br>NBC 9:30pm | Passage To Yesterday - (O) by James Warner Bellah; (A) by Bellah; with Joanne Dru, Guy Madison, James Fairfax, James Craven, Cyril Delevanti, Leonard Carey, Christopher Cook, Antony Eustrel; (SD) by John Meredyth Lucas |
|-----------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

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| THE JOHNNY CARSON SHOW CBS 10pm | William Bendix |
|---------------------------------|----------------|

|                                                       |                                                                                                                                                                                                                                                                                                                                                                                             |
|-------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>LUX VIDEO THEATRE</u><br>(Otto Kruger)<br>NBC 10pm | Miss Susie Slagle's - (A) by James Allardice from screenplay by Anne Froelick & Hugo Butler based on original story by Augusta Tucker; with Dorothy Gish, Virginia Gibson, Craig Hill, Gerald Charlesboise, William Schallert, Grandon Rhodes, Herbert Rudley, Peter Miller, Roger McGee, Dan Barton, Peter Brocco, Benny Rubin, William Walker, Jeane Wood, Faith Geer; (SD) by Buzz Kulik |
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FRIDAY NOVEMBER 25

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|---|---|
| <u>Jungle Jim</u> (Johnny Weissmuller) WRCA 6pm | The Eyes of Manobo - with Martin Huston, Norman Fredric, Paul Cavanagh, Elzie Emanuel, Smoki Whitfield; (SW & SD) |
|---|---|

| | |
|---|--|
| <u>Science Fiction Theatre</u> (Truman Bradley) WRCA-TV 7pm | Postcard From Barcelona - (O) by Sloan Nibley; with Keith Brasselle, Walter Kingsford, Christine Larsen, Cyril Delevanti, Charles Cane, Hank Patterson; (SD) |
|---|--|

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|---|--|
| <u>Adventures of Rin-Tin-Tin</u> (Lee Aaker & James Brown) ABC 7:30pm | Rusty Goes to Town - with Stanley Andrews, Joe Sawyer, Lorna Thayer, Mildred Von Hollen, Duane Thorsen, Bruce Weil, William M. Griffith; (SW & SD) |
|---|--|

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|---------------------------------|---|
| <u>Crossroads</u> ABC 8:30pm | The Good Thief - with James Whitmore, Philip Ahn, Terry Frost, Phillip Pine, Joseph Perry; (SW); (SD) by Williard Reineck |
|---------------------------------|---|

| | |
|---|--|
| <u>Our Miss Brooks</u> (Eve Arden) CBS 8:30pm | regulars & Hy Averback, Bill Meigs, Carlos Vera, Ricky Vera; (SW & SD) |
|---|--|

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|---|--|
| <u>Crusader</u> (Brian Keith) CBS 9pm | The Kidnappers - with Eva Ralf, Stephen Bekassy, Celia Lovsky, Konstantin Shayne, Katherine Berger, William Forrest; (SW & SD) |
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|--|--|
| <u>Schlitz Playhouse</u> CBS 9:30pm | The Careless Cadet - (O) by Edwin W. Chamberlain; (A) by Douglas Morrow; with Don Taylor, Regis Toomey, Adam Kennedy, Tom Brown, Jack Haddock, Arthur Walsh, Renny McEvoy; (SD) William Self |
|--|--|

| | |
|--|---|
| <u>Adventures of The Falcon</u> (Charles McGraw) ABC 10:30pm | The Furious Lady - (O) by Herb Purdum; with John Mylong, Violet Rensing, Stanley Adams, Lisa Golm, Robert Boon, Henry Kulky, Charles Victor, Robert A. Paquin, John Carlyle; (SD) |
|--|---|

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY NOVEMBER 18 THRU FRIDAY NOVEMBER 25

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|                            |                                                                              |
|----------------------------|------------------------------------------------------------------------------|
| LOVE OF LIFE<br>CBS 9:15am | M thru F - Starting 11/7 Bonnie Bartlett succeeded Peggy McCay in lead role. |
|----------------------------|------------------------------------------------------------------------------|

|                              |                                                                                        |
|------------------------------|----------------------------------------------------------------------------------------|
| GARRY MOORE SHOW<br>CBS 10am | Wed - Martha Davis & Spouse (M); Fri - The Brick Bros. and chimp "Murphy" (trampoline) |
|------------------------------|----------------------------------------------------------------------------------------|

|                           |                             |
|---------------------------|-----------------------------|
| JACK PAAR SHOW<br>CBS 1pm | Fri - Burl Ives (balladeer) |
|---------------------------|-----------------------------|

|                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
|--------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| NBC MATINEE THEATRE<br>NBC 3pm | 11/21 - <u>Midsummer</u> - (O) by Nancy Hale; (A) by Speed Lamkin; with Margaret O'Brien; 11/22 - <u>The Lady Chooses</u> - (O) by William McCleery; with Judith Evelyn, John Hoyt, Ernestine Barrier, John Eldredge, Chester Stratton, Leon Tyler, Betsy Jones Moreland, Francey Lane, Helene Marshall; 11/23 - <u>Courtship of Miles Standish</u> - (O) by Henry W. Longfellow; (A) by Ellen & Richard McCracken; 11/24 - pre-empted; 11/25 - <u>The Dispossessed</u> - (O) by Nedra Tyre. |
|--------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|                                            |                                                                                                      |
|--------------------------------------------|------------------------------------------------------------------------------------------------------|
| DATE WITH LIFE<br>(Logan Field)<br>NBC 4pm | M thru F - (pre-empted 11/24) (O) by Henry Misrock; cast as listed on 11/11 will continue thru 12/15 |
|--------------------------------------------|------------------------------------------------------------------------------------------------------|

|                                                 |                                                                                                                             |
|-------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|
| MODERN ROMANCES<br>(Martha Scott)<br>NBC 4:45pm | 11/21 thru 11/25 - (O) by Harry W. Junkin; with Margaret Phillips, John Shay, Janet Degore, Michael Evans, Don Knotts; (SD) |
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|-----------------------------------------------|---------------|
| COKE TIME STARRING EDDIE FISHER<br>NBC 7:30pm | Morton Downey |
|-----------------------------------------------|---------------|



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SATURDAY NOVEMBER 26  
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| | | |
|---|--------------|--|
| <u>Captain Midnight</u> (Richard Webb) | CBS 11am | <u>Sunken Sapphires</u> - (O) by Anthony O. Scott; with Donna Drew, Dickie Bellis, Frank Richards, Hank Patterson, Henry Roland; (SD) |
| <u>Fury</u> | NBC 11am | <u>Joey & the Gypsies</u> - (O) by Hugh King; (A) by Nat Tanchuck & Arthur Browne, Jr; with William Fawcett, Pierre Watkin, Anthony Caruso, Louise Letteri, Jacqueline Way; (SD) by Harold Daniels |
| <u>Tales of the Texas Rangers</u> | CBS 11:30 am | <u>The Atomic Trail</u> - with Harry Cody, Paul Engle, Joel Ashley, William Remick, Kenne Duncan, Pierce Lyden; (SW & SD) |
| <u>Ramar of The Jungle</u> (Jon Hall) | WPIX 7pm | <u>Voice of The Past</u> - with Linda Danson, Warren Goddard, Nick Stewart, Woodrow Strode; (SW & SD) |
| STAGE SHOW | CBS 8pm | Eddie Arnold (S), Gene Sheldon (pantomime), Gene Nelson (D) |
| THE PERRY COMO SHOW | NBC 8pm | Paul Sydelle, Arnold Stang (C), The Mills Bros. (S), Roger Ray (C), Debra Paget |
| MAX LIEBMAN PRESENTS | NBC 9pm | <u>Dearest Enemy</u> - (O) by Herbert Fields; (A) by William Friedberg & Neil Simon; Music by Richard Rodgers & Lorenz Hart; with Cornelia Otis Skinner, Anne Jeffreys, Robert Sterling, Cyril Ritchard, Leila Martin, Wynne Miller, Elaine Spaulding, Greta Gray; Choreog - James Starbuck; (SD) by Bill Hobin; (COLOR) |
| <u>Gunsmoke</u> (James Arness) | CBS 10pm | regulars & Peter Whitney, Richard Gilden; (SW & SD) |

SUNDAY NOVEMBER 27
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|                                              |             |                                                                                                                                                                                                        |
|----------------------------------------------|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Wild Bill Hickok</u><br>(Guy Madison)     | CBS 12:30pm | <u>Heading For Trouble</u> - regulars & Joan Diener; (SW & SD)                                                                                                                                         |
| <u>Captain Gallant of The Foreign Legion</u> | NBC 5:30p   | <u>Alibi</u> - (O) by William Robson, Gene Levitt, Jack Andrews; with regulars & Gilles Queant, Pierre Gay, Emilio Carrer, Roger Treville; (SD) by Jean Yarbrough & Marcel Cravenne                    |
| <u>You Are There</u><br>(Walter Cronkite)    | CBS 6:30pm  | <u>Eli Whitney Invents The Cotton Gin</u> - (O) by Shirley Gordon; with John Larch, Michael Emmet, Barbara Billingsley, Paul Birch, Whit Bissell; (SD)                                                 |
| <u>Roy Rogers Show</u><br>(Dale Evans)       | NBC 6:30pm  | <u>Johnny Rover</u> - (O) by William Lively; with regulars & Dan Barton, Paul Harvey, Dennis Moore, Henry Rowland, Bob Bice, Reed Howes; (SD) by George Blair                                          |
| <u>Frontier</u><br>(Walter Coy)              | NBC 7:30pm  | <u>Cattle Drive to Casper</u> - with Beverly Garland, Stuart Randall; (SW & SD)                                                                                                                        |
| ED SULLIVAN SHOW                             | CBS 8pm     | Pearl Bailey (S), Dick Shawn (C), Princeton Triangle Club, Licia Albanese & her 3-year-old son (S), The Goofers (M & S)                                                                                |
| ALCOA HOUR                                   | NBC 9pm     | <u>Thunder in Washington</u> - (O) by David Davidson; with Melvyn Douglas, Ed Begley, James Gregory, Russell Collins, Howard St. John, Luis Van Rooten, Phil Coolidge; (SD)                            |
| <u>Alfred Hitchcock Presents</u>             | CBS 9:30pm  | <u>The Long Shot</u> - (O) by Harold Swanton; with Peter Lawford, John Williams, Gertrude Hoffman, Robert Warwick, Frank Gerstle, Charles Cantor, Tim Graham, Virginia Christie; (SD) by Bob Stevenson |

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# Ross Reports ON TELEVISION

INCLUDING

## THE TELEVISION INDEX

NOVEMBER 23, 1955

VOLUME 7 NUMBER 47 A

EDITOR: Jerry Leichter

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

## MID-WEEK SPECIAL

### NEWS - POSSIBILITIES - COMMENT

Don Fedderson's audience participation quizzer, Do You Trust Your Wife, starring Edgar Bergen and Charlie McCarthy, will be Frigidaire's replacement for its current CBS program, My Favorite Husband. The Bergen series will start Jan 3, Tuesday, 10:30-11pm.....CBS will revive Front Row Center as a Sunday afternoon live drama series starting Jan 8, 4-5pm EST. Edgar Peterson moves over from his associate producer post on Climax to produce the programs, with Mel Ferber as director. Ferber has been directing the Adventure series in New York and left the show last weekend for the coast to take on the new assignment. Front Row Center was the CBS alternate week summer leadin for The Twentieth Century Fox Hour. It was produced and directed by Fletcher Markle. The new program will dislocate the CBS Sunday afternoon schedule, with at least two half-hour public service shows leaving the air for the time being. One of those being displaced, or moved, is Let's Take A Trip, which will not invade the sacrosanct premises of the New York Police Dept. At the time of the fuss over whether New York would open its files to television producers it was announced that the program would telecast on Dec 11 from the Police Laboratory in Brooklyn. The latest announcement, yesterday, started, "CBS Television has canceled plans...." with no other elaboration on the decision.

ABC last week announced nine television film series to be produced for it for showing next season, with several others to be announced later. Several of the nine may of course never get on the air, depending on the success of the pilots to be made. Wire Service (1-hour, Four Star Productions) and Command Performance (1 1/2 hour, Meridian Productions) were previously announced. Louis F. Edelman; already connected with two ABC film series, the Danny Thomas show, Make Room for Daddy, and The Life and Legend of Wyatt Earp; is scheduled for three new series for ABC use: Jim Bowie, based on the life and adventures of the Kentucky frontiersman who died at the Alamo; Sam Houston, based on incidents in the life of the first president of the Texas Republic, and It's a Great Country, an anthology series dramatizing true-to-life stories about the U. S. All are intended to be half-hour series. Desilu Productions, Inc., will produce Fast Freight, a half-hour series based on the adventures of co-owners of a trailer truck. (ABC has not yet confirmed the story announced by Desilu that it would produce The Tales of Allan Pinkerton as a half-hour series for the network). RFD, USA, a half-hour semi-documentary series, is scheduled to be produced by Jerry Devine. Jack Chertok will produce an untitled half-hour series about the Western adventures of an Eastern-trained judge; adult Western type in the lawless days. The last of the nine announced will star Sheldon Reynolds as host of a one-hour anthology series to be produced by him, with the stories centered in various foreign cities.

- Page 1 -

(MORE)

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Appointment With Adventure, CBS, Sunday, 10-10:30pm EST, probably the most pushed-about still not-cancelled show on the air, continues on its unperturbed way on the air for P. Lorillard's Kent Cigarettes, with Revlon continuing for a while as alternate week sponsor. Plans to replace the half-hour live drama with The \$64,000 Panel, never too strong, fell through at the last minute. Interesting sidelight on the latest maneuver involving Appointment With Adventure is that P. Lorillard, which achieved its greatest successes for Kents in this time spot with The Web, is being very careful about dropping its latest live show (started April 3, 1955) unless it can be very sure of protecting its rights to the time spot even if it goes to a shared time basis. As long as it controls the package in the spot, and that package is strong enough to withstand the opposition, it'll stay. The live drama series has been reportedly on the verge of cancellation several times; once it was even due for a name change; but now it seems set to go thru another cycle at least before more decisions will disturb it.

The revised Joe and Mabel series, currently in production in New York on the second film in the new story line, is being carefully prepped for its January debut in CBS' Meet Millie spot. Alex Gottlieb wrote his own first show script, while the one currently before the cameras was written by Aaron Ruben and Phil Sharp. No writers currently working on scripts are considered staff, but seem to be on a make-good basis for future assignments on the series.....Teleprograms, Inc., the Alfred P. Sloan Foundation-backed producer of NBC's American Inventory, is still in discussion with the network about changing the weekly half-hour program to one hour live, every two or four weeks. The stumbling block in switching a show to a once in a while basis is what to do about the time during intervening weeks. The Sloan public service program is low cost to the net on the basis of its foundation subsidy, but a replacement show would have to be a complete network sustainer, unless that rare animal, a Sunday afternoon network sponsor, could be found.

NBC's plans to use the time being relinquished by the Colgate Variety Hour, Sundays, 8-9pm EST, for a showcase for its young comedy hopefuls, will still depend on a strong framework for the hour to start off the New Year properly. NBC has its own ready-made (though split-ownership) packaging organization, Showcase Productions, Inc., to use as overseer of the hour, if necessary. Whatever the outcome, the hour provides a good spur for intra-network log-rolling on one side, and a sort of shying away on the part of some because of the dangerous aspects of possible failure.

Arthur Godfrey has extended his southern vacation for another two weeks, with his entire crew staying in Miami Beach with him for the shows. The Godfrey troupe will return to New York on Dec 11 instead of Nov 27 as originally scheduled.....The Welfare and Pension plans announced last week by the trustees of the AFTRA funds will officially be operating on Jan 1, 1956, when payment of welfare benefits begin. Pension benefit payments start Jan 1, 1958. All benefits are in addition to Social Security. The program is financed entirely by employers under last year's November agreement, which called for employer contributions equal to five per cent of the gross pay of performers. Contributions to the Fund reserves as of Nov 1, 1955, are slightly over \$1,600,000.....The Screen Actors Guild announced this past weekend that during the year ending Oct 31 it had distributed to members in residual payments on TV entertainment films the sum of \$565,639, bringing the total amount thus collected to \$741,633. The Guild also revealed that its national paid-up membership now totals 9,832, as against 8,370 on Oct 31 last year. The New York membership increased from 1,581 to 2,120, while the Hollywood total jumped from 6,334 to 7,189. The 500-odd other members belong to locals in seven other major cities throughout the country.

Feeling sure that its TV product stands comparison with any other on the air, Columbia Pictures has moved in on the air credits of its Screen Gems subsidiary, with emphatic mentions that the latter is the television subsidiary of the movie company.





Ernie Kovacs may or may not start a half-hour five-a-week show over NBC on Dec 12, depending on the clearance of some stumbling blocks. The last show for Search for Beauty (Mon thru Fri, 10:30-11am EST) is set for Dec 9. Charles Antell, sponsor of the Ern Westmore program, has no intention of sponsoring Kovacs, if he moves into the spot, but may continue with the Westmore beauty program elsewhere. The story on Kovacs is that his ABC radio contract also gives the net first refusal on his services for television, so the NBC show could only go on through agreement with ABC. Edith Adams, Mrs. Kovacs, currently is a regular on the Jack Paar show on CBS, and according to reports would love to continue with that show as well as work with her husband, if that would be possible. As far as the ABC radio show is concerned, Kovacs apparently has no intention of giving that up in any case, since he likes the work. All of which means that if details could be ironed out, a unique network situation could come up in which all three TV networks could be involved in permissions for a couple to do a series on one of them. As of last night (22), an Ernie Kovacs comedy show could start on NBC, Monday thru Friday, 10:30-11am EST, on Dec 12, ABC willing. Edith Adams could work the show with him, CBS willing. Neither would lose out on any current jobs, ABC, CBS and NBC (in alphabetical order) willing.

AGENCIES AND ACCOUNTS: Pillsbury Mills realigned its consumer products accounts, switching all mix products to Leo Burnett, Inc(Chi), joining some already assigned; in turn moving the Pillsbury's Best flour account from Burnett to Campbell-Mithun (Minn), which gave up the mixes to Burnett. The Minneapolis agency will continue to handle the Ballard & Ballard products and Pillsbury's refrigerated products line.....  
...Speidel Co (Watch Bands and Men's Jewelry) named Norman, Craig & Kummel, Inc(NY), to handle its advertising after Jan 1. Sullivan, Stauffer, Colwell & Bayles, Inc., has been the Speidel agency.

PEOPLE GOING PLACES: Alvin Kabaker has been named director of west coast operations for Compton Advertising, Inc., in its Hollywood office.....Robert Quarry has been named casting director of General Electric Theater live programs emanating from Hollywood, a total of nine during the next three and a half months.....William R. Hillenbrand moved up as president of Bryan Houston, Inc(NY), succeeding Bryan Houston, who has become chairman of the board.

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# Ross Reports ON TELEVISION

INCLUDING

## THE TELEVISION INDEX

NOV 28-DEC 4, 1955

VOLUME 7

NUMBER 48

PRODUCTION • PROGRAMMING • TALENT

EDITOR: Jerry Leichter

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

## WEEKLY REPORT

PUBLISHED BY TELEVISION INDEX, INC.

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

RECEIVED

None scheduled - all networks.

NOV 28 1955

### OTHER NETWORK CHANGES & ADDITIONS

NBC GENERAL LIBRARY

CBS- Barker Bill's Cartoons (Wed & Fri, 5-5:15pm EST) Last show Nov 25; replaced by local programming.

Report Card (Sun, 2:30-3pm EST) Last of five scheduled programs, Nov 27; replacement not set. (CBS Sunday afternoon schedule will be shifted completely on Jan 8, so any replacement might be temporary).

Adventure (Sun, 3:30-4pm EST) John Cosgrove becomes director, succeeding Mel Ferber, effective Nov 27.

Arthur Godfrey Time (Mon thru Thu, 10:30-11:30am EST), Arthur Godfrey's Talent Scouts (Mon, 8:30-9pm EST), Arthur Godfrey and his Friends (Wed, 8-9pm EST) All programs seen on their respective days will continue to originate from Miami Beach, Fla., thru Dec 9, a two-week extension of original plans. (See page 142).

NBC- March of Medicine; Dec 4, Sun, 10:30-11pm EST; special telecast of this program, presented at varying intervals in time relinquished by other sponsors on NBC; Dec 4 time relinquished by Justice (Sun, 10:30-11pm EST), one time only.

### LOCAL STATION ACTIVITY

WNBK(Ch 3) - Podium; DEBUT Nov 19; Sat, 12noon-12:30pm EST. Sustaining. Pkgr & Cleveland Prod- WNBK with Cleveland Institute of Music; Dir- William Morris. Informal studio workshop presentation of "serious" music, with Ward Devenny as moderator, presenting talent and music education features.

KNXT(Ch 2) - The Marine Corps Show; DEBUT Dec 4; Sun, 11:15-11:30am PST. Sustaining, public service. Pkgr-Prod- KNXT; production info not available. Live and film program, with musical numbers by Marine Corps musicians and guest artists; film footage of Marine Corps training and activities. Lt. Bob Osterberg, radio-TV officer, El Toro Marine Corps Air Station, is m.c.

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LOCAL STATION ACTIVITY

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# TALENT SHOWSHEET NOVEMBER 25 - DECEMBER 4, 1955

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Most of the shows on Nov. 25, 26, 27 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, Dec. 2. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined. Generally, only first runs of a film series are listed.

FRIDAY NOVEMBER 25

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|                                             |            |                                                                                                                                                                                                              |
|---------------------------------------------|------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| MAMA                                        | CBS 8pm    | <u>T. R. &amp; The Secret of The Pyramids</u> - with regulars; (SW & SD)                                                                                                                                     |
| THE BIG STORY<br>(Ben Grauer)               | NBC 9pm    | Robert L. Stearns, Jr. of the Pontiac (Mich.) Press - (O) by Alvin Boretz; with Al Markim, Jacques Aubuchon, Lee Phillips, Paul McGrath, Edith Gresham; (SD)                                                 |
| The Vise<br>(Ron Randell)                   | ABC 9:30pm | <u>Killer At Large</u> - with Ronan O'Casey, Lloyd Lamble; (SW & SD)                                                                                                                                         |
| <u>Star Stage</u>                           | NBC 9:30pm | <u>The Girl Who Wasn't Wanted</u> - with Jeanne Crain, John Ericson, Marjle Millar, Larry Keating, Robert Bice, Heidi Mullenger, John Bryant, Isobel Elsom; (writer & director not available at press time.) |
| ETHEL & ALBERT                              | ABC 10pm   | regulars & Dortha Duckworth, Cele McLaughlin, Maurice Wells; (SW & SD)                                                                                                                                       |
| The Lineup<br>(Warner Anderson & Tom Tully) | CBS 10pm   | <u>The Yeager Case</u> - with Charlotte Fletcher, Helen Westcott, Otto Waldis, Ronald Hargraves; (SW & SD)                                                                                                   |

## SATURDAY NOVEMBER 26

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| | | |
|--------------------------------------|-------------|--|
| CAMERA THREE (James Macandrew) | CBS 2pm | <u>Part I, Crime & Punishment</u> - (O) by Feodor Dostoevsky; (A) by Robert Herridge; with Gerald Sarracini, Silvia Short, Lee Henry, Dora Weissman, Howard Winston, Richard Casey, James Dukas, Marcie Hubert, Robert Blackburn, Sheppard Kerman, Robert Pearson (narrator); (SD) by Frank Moriarty |
| BAR ASSOCIATION SPECIAL WRCA-TV 4:30 | | <u>Open Stock In Men</u> - (O) by Lawrence Townley; with Nina Wilcox, Addison Powell, John Ward, Cele McLaughlin, Harry Holcombe, Gene Saks, Peter Turgeon; directed by Jim Elson |
| THE PERRY COMO SHOW | NBC 8pm | Add: Barry Gordon (S) |
| MAX LIEEMAN PRESENTS | NBC 9pm | Add: Donald Burr, Donn Driver, Byron Halstead, Lewis Brooks |
| <u>Damon Runyon Theatre</u> | CBS 10:30pm | <u>A Job For the Macarone</u> - (O) by Jack Harvey; with Dane Clark, Taylor Holmes, Frank Wilcox, Lois Collier, Jesse White, Wally Vernon; (SD) by Danny Dare |

SUNDAY NOVEMBER 27

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|                                                        |             |                                                                                                                                                                                                     |
|--------------------------------------------------------|-------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| LAMP UNTO MY FEET<br>(Dr. Lyman Bryson)                | CBS 10am    | <u>Watch in the Night</u> - (O) by Philo Higley; with Mark Miller, Fred-eric Downs, Pat Patterson, Michael Bey, Geoffrey Horne, Tom Walsh, Terry Carter, Kathryn Eames, Blanche Cholet; (SD)        |
| LOCK UP & LIVE<br>(Merv Griffin)                       | CBS 10:30am | <u>The Story of Two Esthers</u> - (A) by Ben Kagen from the Book of Esther; with Mary Anthony Dancers; (SD)                                                                                         |
| AMERICAN INVENTORY<br>(Tex Antoine)                    | NBC 2pm     | <u>Calculated Risk</u> - (O) by Lillian Andrews; with Dean Harens, Parker Fenneley, June Dayton, Theo Goetz, Joseph Sweeney, John McGovern, John Raby, Irene Hubbard, Sam Gray, Joseph Boland; (SD) |
| FRONTIERS OF FAITH                                     | NBC 1:30pm  | <u>David &amp; Jonathan</u> - (A) by James Yaffe from biblical sources; with Staats Cotsworth, David Cole, Martin Newman, Roger de Koven, Carol Hebard, Gene Gross; (SD)                            |
| It's A Great Life<br>(Michael O'Shea & William Bishop) | NBC 7pm     | <u>The Big Game</u> - regulars & Harry Harvey, Bob Jellison, Eddie Ryder, Barry Truex; (SW & SD)                                                                                                    |



UNITED STATES DEPARTMENT OF AGRICULTURE  
BUREAU OF PLANT INDUSTRY

THE FOLLOWING IS A SUMMARY OF THE RESULTS OF THE INVESTIGATION OF THE  
CAUSE OF THE LOSS OF THE CROPS OF THE PLANT INDUSTRY IN THE  
STATE OF CALIFORNIA DURING THE YEAR 1900.

THE LOSS OF THE CROPS OF THE PLANT INDUSTRY IN THE STATE OF CALIFORNIA DURING THE YEAR 1900 WAS AS FOLLOWS:

| CROP         | LOSS              |
|--------------|-------------------|
| WHEAT        | 1,000,000 bushels |
| BARLEY       | 500,000 bushels   |
| RYE          | 250,000 bushels   |
| MAIZE        | 1,500,000 bushels |
| SORGHUM      | 1,000,000 bushels |
| COARSE GRAIN | 1,000,000 bushels |
| LEGUMES      | 1,000,000 bushels |
| FRUIT        | 1,000,000 bushels |
| VEGETABLES   | 1,000,000 bushels |
| OTHER        | 1,000,000 bushels |

THE CAUSE OF THE LOSS OF THE CROPS OF THE PLANT INDUSTRY IN THE STATE OF CALIFORNIA DURING THE YEAR 1900 WAS AS FOLLOWS:

| CAUSE        | LOSS              |
|--------------|-------------------|
| DROUGHT      | 1,000,000 bushels |
| INSECT PESTS | 500,000 bushels   |
| DISEASES     | 250,000 bushels   |
| OTHER        | 1,000,000 bushels |

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|--------------|-------------------|
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| INSECT PESTS | 500,000 bushels   |
| DISEASES     | 250,000 bushels   |
| OTHER        | 1,000,000 bushels |

SUNDAY NOVEMBER 27(Cont'd)  
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COLGATE VARIETY HOUR NBC 8pm
 (Bob Paige)

Gordon MacRae, Anna Maria Alberghetti, Michael O'Shea, William Bishop, James Dunn. Louella Parsons in Modern Screen Awards segment with: Lana Turner, Bob Hope, Kirk Douglas, John Wayne, Claudette Colbert, Jimmy McHugh; (SW & SD)

General Electric Theatre CBS 9pm
 (Ronald Reagan)

From The Top - (O) by D. J. Powers; with Lisa Kirk, Jack Carter, Buddy Rich, Walter Wolf King; (SD) by Don Medford

ALCOA HOUR NBC 9pm

Add: Audra Lindley, Martin Balsam, Susan Halloran

Loretta Young Show NBC 10pm
 (Dinah Shore)

Across The Plaza - (O) by F. W. Durkee; (A) by Gene Levitt; with Margaret Hayes, Gerald Mohr, Peter De Sale, Richard Webb; (SD) by Harry Keller

APPOINTMENT WITH ADVENTURE CBS 10pm

Time Bomb - (O) by Ann Howard Bailey; with Chester Morris, Jeanne Bal, Fred Easley, James Millhollin, Frank Maxwell, Truman Smith; (SD) by Paul Stanley

JUSTICE NBC 10:30pm
 (William Prince)

The Girl Without a Name - (O) by Irving Gaynor Neiman; with Lois Smith, Wesley Addy, Bill Lundmark; (SD)

MONDAY NOVEMBER 28
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Adventures of Robin Hood CBS 7:30pm  
 (Richard Greene)

Ordeal - with regulars; (SW & SD)

TV Reader's Digest ABC 8pm  
 (Hugh Reilly)

If I Were Rich - (O) by Milton MacKaye; (A) by Howard J. Green; with Jim Backus, Helen Parrish, Chick Chandler, Chet Marshall, Carol Nugent; (SD) by Harald Daniels

CAESAR'S HOUR NBC 8pm

regulars & Bill Lewis, Earl Wild

VOICE OF FIRESTONE ABC 8:30pm

Eugene Conley, Nadine Conner

ARTHUR GODFREY'S TALENT SCOUTS CBS 8:30pm

will continue to originate from Miami Beach for two more weeks.

I Love Lucy CBS 9pm

regulars & Doyle O'Dell, Dub Taylor, John Gallaudet

Medic NBC 9pm  
 (Richard Boone)

A Glass of Fear - writer & cast members not available at press time.

December Bride CBS 9:30pm  
 (Spring Byington)

Big Game Hunter - regulars & Harry Cheshire, Pierre Watkin; (SW & SD)

ROBERT MONTGOMERY PRESENTS NBC 9:30pm

End of the Rainbow - (O) by Vern Sneider; (A) by Theodore & Mathilde Ferro; with George Voskovec, Jane Rose, Virginia Kay, Robert Dietz, Ken Konopka, Delores Mann, Bill Daniels, Judith Braun; (SD) by James Yarbrough

STUDIO ONE CBS 10pm

The Man Who Caught the Ball at Coogan's Bluff - (O) by Rod Serling; with Alan Young, Gisele MacKenzie, Henry Jones, Benny Baker, Gerry Stiller, Horace McMahon, John Gibson, Buzz Martin, Bill Leonard; (SD) by Franklin Schaffner

TUESDAY NOVEMBER 29  
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Steve Donovan WRCA-TV 6pm
 (Douglas Kennedy)

The Deputy - (O) by Charles Larson; with regulars & Jay Douglas, Bill Ching, Judith Ames, Claude Akins, Wheaton Chambers, Edmund Cobb; (SD)

Warner Bros. Presents ABC 7:30pm
 (Gig Young)

Casablanca - with Charles McGraw, Dan Seymour, Michael Fox, Kurt Katch, David Leonard, Jerry Nader, Clarence Muse, Marcel Dalio, Ludwig Stossel; (SW & SD)

The Phil Silvers Show CBS 8pm

Sick Call Ernie - regulars & Phillipa Bevans, Arthur Storch; (SW & SD)

THE MARTHA RAYE SHOW NBC 8pm

11/22 - Add: Walter Abel

THE MILTON BERLE SHOW NBC 8pm

Eddie Cantor, Gale Storm, Dick Contino (M), Fred Clark (COLOR)

DECLARATION OF THE
INDEPENDENT STATES OF AMERICA

When in the course of the human events, it becomes necessary for one people to declare their independence, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitle them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation.

We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness. — That to secure these rights, Governments are instituted among Men, deriving their just powers from the consent of the governed, — That whenever any Form of Government becomes destructive of these ends, it is the Right of the People to alter or to abolish it, and to institute new Government, laying its foundation on such principles and organizing its powers in such form, as to them shall seem most likely to effect their Safety and Happiness. Prudence, in such a case, dictates that慎重 should be exercised; and that no step should be undertaken which is more likely to bring us long and dangerous conflicts, than a firm and united adherence to the principles of our Declaration.

And whereas the King has refused to assent to the Declaration of Independence, and has endeavored to bring on a civil war, and has now declared that he will maintain his authority by force of arms, and has thus made it necessary for us to declare our independence, and to assume among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitle them, we, the Representatives of the United States of America, in Congress assembled, do hereby declare that these United States are, and of right ought to be, free and independent States, that they are absolved from all allegiance to the British Crown, and that all political connection between them and the Kingdom of Great Britain is and ought to be totally dissolved; and that as the United States have declared their independence, and as they have assumed among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitle them, it is their duty, as free and independent States, to assume the obligations and responsibilities of self-government, and to maintain their independence by force of arms, if necessary.

In witness whereof, we have hereunto set our hands and seals, this fourth day of July, 1776.

John Hancock
President of the Continental Congress

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INDEPENDENT STATES OF AMERICA

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In witness whereof, we have hereunto set our hands and seals, this fourth day of July, 1776.

John Hancock
President of the Continental Congress

TUESDAY NOVEMBER 29
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|---------------------------------------------------|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Wyatt Earp</u><br>(Hugh O'Brian)               | ABC 8:30pm  | <u>Frontier Journalism Was Fearless</u> - regulars & Don Haggerty, Fay Roope, Carol Stone, Robert Flimer, Doug Fowley; (SW & SD)                                                                                                                                                                       |
| <u>Navy Log</u>                                   | CBS 8:30pm  | <u>Navy Corpsman</u> - with Robert Driscoll, Gordon Gebert, Dabbs Greer, Dick Foote, Joel Smith, Virginia Carroll, Henry Hunter, Robert Shayne; (SW & SD)                                                                                                                                              |
| <u>Jane Wyman's Fireside Thtre</u>                | NBC 9pm     | <u>Women At Sea</u> - with Ruth Hussey, Kathryn Bard; (writer & other cast members not available at press time.)                                                                                                                                                                                       |
| <u>DuPont Cavalcade Thtre</u>                     | ABC 9:30pm  | <u>Crisis in Paris</u> - with Howard St. John, Leslie Gay, Noel Drayton, Liam Sullivan; (writer not available at press time.)                                                                                                                                                                          |
| RED SKELTON SHOW                                  | CBS 9:30pm  | Peter Lorre (COLOR)                                                                                                                                                                                                                                                                                    |
| ARMSTRONG CIRCLE THEATRE<br>(John Cameron Swayze) | NBC 9:30pm  | <u>The Town That Refused to Die</u> - (O) by Sheldon Stark; with Darren McGavin, Paul Tripp, Maxine Stuart, Bert Freed, Jerome Kilty, Stuart Germaine, George Mitchell, Cavada Humphrey, Hugh Reilly, Matt Crowley, Frank Daly, Virginia Gerry, Ralph Robertson (SD) regulars & David Burns; (SW & SD) |
| <u>My Favorite Husband</u>                        | CBS 10:30pm |                                                                                                                                                                                                                                                                                                        |
| <u>Big Town</u><br>(Mark Stevens)                 | NBC 10:30pm | <u>Columnist</u> - regulars & Adams Kinnedy, Robert Griffin, Paul Newlan, Brett King; (SW & SD)                                                                                                                                                                                                        |

WEDNESDAY NOVEMBER 30  
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|---|------------|--|
| <u>Brave Eagle</u> (Keith Larsen) | CBS 7:30pm | <u>Code of a Chief</u> - regulars & Joel Ashley, Paul Richards, Wayne Mallory; (SW & SD) |
| ARTHUR GODFREY & FRIENDS | CBS 8pm | will continue to originate from Miami Beach for two more weeks. |
| <u>Screen Directors Playhouse</u> | NBC 8pm | <u>Tom & Jerry</u> - (O) by Mary McCarey; with Peter Lawford, Nancy Gates, Frank Fay, Marie Windsor, Charles Lane, Charles Herbert, Arthur Q. Bryan; directed by Leo McCarey |
| <u>Father Knows Best</u> (Robert Young) | NBC 8:30pm | <u>Margaret's Premonition</u> - regulars & Robert Foulk, Vlvi Janiss; (SW & SD) |
| <u>The Millionaire</u> (Marvin Miller) | CBS 9pm | <u>The Story of Steve Carey</u> - with Gene Barry, Edna Skinner, James Seay, Maureen Staphenon, Jack Mower, Lou Krugman, Kirby Smith; (SW & SD) |
| KRAFT TELEVISION THEATRE | NBC 9pm | <u>Once A Genius</u> - (O) by Dick Berg; with Eva Gabor, Herbert Berg-hof, Lilia Skala, Laurence Hugo, Martin Rudy, Herman Schwedt, Martine Bartlett; (SD) by Dick Dunlap |
| <u>20th Century-Fox Hour</u> (Joseph Cotten) | CBS 10pm | <u>Christopher Bean</u> - (O) by Sidney Howard; (A) by Mel Dinelli; with Thelma Ritter, Gene Lockhart, Mildred Natwick, Kip Hamilton, Allyn Joslyn, Les Tremayne, Philip Ober, Craig Hill; (SD) by Lewis Allen |
| <u>I Led Three Lives</u> (Richard Carlson) | WPIX 10pm | (O) by Don Mullally; with Virginia Stefan, John Berardino, Hy Anzel, George Meader, Brad Trumbull, Fredd Villani; (SD) |

THURSDAY DECEMBER 1
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|                                                           |            |                                                                                                                                                                             |
|-----------------------------------------------------------|------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Sergeant Preston of the Yukon</u><br>(Richard Simmons) | CBS 7:30pm | with Sherman Sanders, Marjorie Bennett, Terry Frost, John Marshall, Thayer Roberts; (SW & SD)                                                                               |
| <u>The Bob Cummings Show</u>                              | CBS 8pm    | regulars & Bob Cummings, Jr., Marjorie Bennett, Kathleen Freeman, Rose Beaumont; (SW & SD)                                                                                  |
| CLIMAX !<br>(Bill Lundigan)                               | CBS 8:30pm | <u>A Man of Taste</u> - (O) by Judy Ross & Morris Pfaelzer; (A) by Leonard Spiegelgass; with Michael Rennie, Zsa Zsa Gabor, John Kerr, Sallie Brophy; (SD) by Allen Reisner |
| <u>The People's Choice</u><br>(Jackie Cooper)             | NBC 8:30pm | regulars & Bill Meigs, Sandra Gould; (SW & SD)                                                                                                                              |
| STAR TONIGHT                                              | ABC 9pm    | <u>The Summer Road</u> - (O) by Edward Moser; with Don Dubbins, Joan Tetzel, Don Briggs; (SD) by Alan Anderson                                                              |
| <u>Four Star Playhouse</u>                                | CBS 9pm    | <u>Something Very Special</u> - (O) by Dick Carr; with Charles Boyer, Mary Zita Ferzel, Vale Hunter, Ginger Hall; (SD) Robert Florey                                        |



1. The first part of the document discusses the importance of maintaining accurate records of all activities. It emphasizes that these records are essential for the proper functioning of the organization and for the identification of any potential issues or discrepancies.

2. The second part of the document outlines the specific procedures for the collection, storage, and retrieval of information. It details the responsibilities of each department and the steps that must be followed to ensure that all data is properly managed.

3. The third part of the document addresses the issue of data security. It discusses the various threats to the integrity of the information and provides guidelines for how to protect against these threats. This includes the use of encryption, access controls, and regular security audits.

4. The fourth part of the document discusses the importance of data backup and recovery. It explains how to create and maintain a reliable backup system and provides instructions on how to restore data in the event of a disaster or data loss.

5. The fifth part of the document discusses the importance of data archiving. It explains how to identify and archive data that is no longer actively used but may still be of value for future reference. It also discusses the importance of ensuring that archived data is properly stored and protected.

6. The sixth part of the document discusses the importance of data retention. It explains how to determine which data should be retained for how long and provides guidelines for how to properly dispose of data that is no longer needed.

7. The seventh part of the document discusses the importance of data sharing. It explains how to ensure that data is shared in a secure and controlled manner and provides guidelines for how to manage data sharing agreements.

8. The eighth part of the document discusses the importance of data governance. It explains how to establish a framework for managing data and provides guidelines for how to ensure that data is used in a responsible and ethical manner.

9. The ninth part of the document discusses the importance of data quality. It explains how to identify and address data quality issues and provides guidelines for how to ensure that data is accurate and reliable.

10. The tenth part of the document discusses the importance of data privacy. It explains how to ensure that data is collected, stored, and used in a way that respects the privacy of individuals and provides guidelines for how to manage data privacy issues.

11. The eleventh part of the document discusses the importance of data integration. It explains how to ensure that data from different sources is properly integrated and provides guidelines for how to manage data integration issues.

12. The twelfth part of the document discusses the importance of data analysis. It explains how to use data to gain insights and provides guidelines for how to manage data analysis issues.

13. The thirteenth part of the document discusses the importance of data visualization. It explains how to use data visualization to present data in a clear and concise manner and provides guidelines for how to manage data visualization issues.

14. The fourteenth part of the document discusses the importance of data communication. It explains how to ensure that data is communicated effectively and provides guidelines for how to manage data communication issues.

15. The fifteenth part of the document discusses the importance of data training. It explains how to ensure that all staff are properly trained in data management and provides guidelines for how to manage data training issues.

16. The sixteenth part of the document discusses the importance of data documentation. It explains how to ensure that all data management processes are properly documented and provides guidelines for how to manage data documentation issues.

17. The seventeenth part of the document discusses the importance of data monitoring. It explains how to ensure that all data management processes are properly monitored and provides guidelines for how to manage data monitoring issues.

18. The eighteenth part of the document discusses the importance of data evaluation. It explains how to ensure that all data management processes are properly evaluated and provides guidelines for how to manage data evaluation issues.

19. The nineteenth part of the document discusses the importance of data improvement. It explains how to ensure that all data management processes are properly improved and provides guidelines for how to manage data improvement issues.

20. The twentieth part of the document discusses the importance of data innovation. It explains how to ensure that all data management processes are properly innovated and provides guidelines for how to manage data innovation issues.

THURSDAY DECEMBER 1(Cont'd)

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| <u>Ford Theatre</u> | NBC 9:30pm | <u>The Fabulous Sycamores</u> - (O) by Sumner Long & Rik Vollaerts; with Cecil Kellaway, Barbara Britton, Joyce Holden, George Giv-ot, Nydia Westman, Robert Clarke, Paul Keast, Eleanor Audlay, Lucien Littlefield, Malcolm Atterbury, Harry Hickox; (SD) by Edward Buzzell. Story based on "You Can't Take It With You" by Moss Hart & George S. Kaufman |
| <u>LUX VIDEO THEATRE</u> (Otto Kruger) | NBC 10pm | <u>The Web</u> - (O) by Harry Kurnitz; Screenplay by William Bowers & Bertam Milhauser; (A) by Harry Kronman; with Ray Danton, Arleen Whelan, Raymond Burr, Barton MacLane, Lewis Charles, Pierre Watkin, Gerry Gaylor, Henry Hunter; (SD) by Earl Ebi |

FRIDAY DECEMBER 2

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|---------------------------------------------------------------|-------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Science Fiction Theatre</u><br>(Truman Bradley)            | WRCA-TV 7pm | <u>Friend of the Raven</u> - (O) by Richard Tuber; with Virginia Bruce, Richard Eyer, William Ching, Bernard Phillips, Charles Cone, Isa Ashdown; (SD) by Thomas Gris                                                                |
| <u>Adventures of Rin-Tin-Tin</u><br>(Lee Aaker & James Brown) | ABC 7:30pm  | <u>Rin-Tin-Tin &amp; the Lost Patrol</u> - regulars & Scott Wilder, Tommy Farrell; (SW & SD)                                                                                                                                         |
| <u>Adventures of Champion</u>                                 | CBS 7:30pm  | regulars & Keith Richards, Mauritz Hugo; (SW & SD)                                                                                                                                                                                   |
| <u>Sherlock Holmes</u><br>(Ronald Howard)                     | WABD 8pm    | <u>The Case of the Belligerent Ghost</u> - (O) by Charles M. Early; With Gertrude Flynn, Lou Van Burg, Richard Watson, Cecil Brock; (SD)                                                                                             |
| <u>Crossroads</u>                                             | ABC 8:30pm  | <u>Mightier Than The Sword</u> - with Carl Benton Reid, Gregory Gay, Kristine Miller, Tony George, Paul Sorensen; (SW & SD)                                                                                                          |
| <u>Our Miss Brooks</u><br>(Eve Arden)                         | CBS 8:30pm  | regulars & Paula Hill, Lili Kardell; (SW & SD)                                                                                                                                                                                       |
| <u>The Life of Riley</u><br>(William Bendix)                  | NBC 8:30pm  | <u>Riley Becomes Tycoon For a Day</u> - regulars & Henry Kulky, Douglass Dumbrille, Percy Helton, Taylor Holmes, Harry Antrim, Lester Dorr, Herbert Deans, Sterling Holloway; (SW & SD)                                              |
| <u>Crusader</u><br>(Brian Keith)                              | CBS 9pm     | <u>The Way Out</u> - with Natalie Norwich, Walter Kray, David Orrie, John Abbott, Lou Krugman, Jay Novello, Otto Waldis; (SW & SD)                                                                                                   |
| <u>The Vise</u><br>(Ron Randell)                              | ABC 9:30pm  | <u>By Person Unknown</u> - with Laurence Naismith, Brenda Hogan; (SW & SD)                                                                                                                                                           |
| <u>Schlitz Playhouse</u>                                      | CBS 9:30pm  | <u>Moment of Triumph</u> - (O) by Will Thompson; (A) by Philip MacDonald; with Kevin McCarthy, Eduard Franz, Angela Greene, Charlotte Lawrence, Tom Brown Henry, Doyle Baker, Harry Tom McKenna; (SD) by Roy Kellino                 |
| <u>The Lineup</u><br>(Warner Anderson & Tom Tully)            | CBS 10pm    | <u>The Dennis Case</u> - with Alberto Morin, Isa Ashdown, Barbara Fuller, Denver Pyle, Richard Cutting; (SW & SD)                                                                                                                    |
| <u>Adventures of The Falcon</u><br>(Charles McGraw)           | ABC 10:30pm | <u>The Picture in the Case</u> - (O) by Gene Wang; (A) by Budd Lesser; With Jess Barker, Helen Gerald, Joe Vitale, William Bakewell, Tito Vuolo, Mario Siletti, Grazia Narciso, Henry dar Borria, Felix Romano; (SD) by Ralph Murphy |

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY NOVEMBER 25 THRU FRIDAY DECEMBER 2

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|-------------------------------------|------------|--|
| <u>GARRY MOORE SHOW</u> | CBS 10am | Fri - Cactus Pryor from station KTBC-TV, Austin Texas; Robert Lamouret (C) |
| <u>JACK PAAR SHOW</u> | CBS 1pm | Tue - Louis Nye (C); Fri - Burl Ives (balladeer) |
| <u>ART LINKLETTER'S HOUSE PARTY</u> | CBS 2:30pm | Mon - Darla Hood (S) |
| <u>NBC MATINEE THEATRE</u> | NBC 3pm | 11/28 - <u>One For The Road</u> - (O) by Ellis St. Joseph; with John Abbott, Peter Hanson, Mary Scott, Mike Winkleman, Wendy Winkleman; 11/29 - <u>The Touchstone</u> - (O) by Edith Wharton; (A) by Jerome Davis Ross & Lois Jacoby; with Don Briggs, Frances Robinson; 11/30 - <u>Wuthering Heights</u> - (O) by Emily Bronte; (A) by Lois Jacoby; with Richard Boone, Charles Macaulay, Natalie Norwich, Peggy Weber; (Mon, Tue, Wed are B & W kines); 12/1 - <u>The Innocent Bystander</u> - (O) by Laszlo Gorog; (COLOR); 12/2 - <u>The Dispossessed</u> - (O) by Nedra Tyre; (A) by Elizabeth Hart (COLOR) |

The following is a list of the lands owned by the United States Department of the Interior, Bureau of Land Management, in the State of California, as of January 1, 1933.

The lands are listed in alphabetical order of the county in which they are located.

Page 1 of 1

Advisory Committee on the Management of the National Forest System

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Advisory Committee on the Management of the National Forest System

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY NOVEMBER 25 THRU FRIDAY DECEMBER 2
 ~~~~~

DATE WITH LIFE NBC 4pm M thru F - (O) by Henry Misrock; cast as listed on 11/11 will  
 (Logan Field) continue thru 12/15

SATURDAY DECEMBER 3  
 ~~~~~

Captain Midnight CBS 11am The Master Criminal - (O) by William Lively & Ellis Marcus; with
 (Richard Webb) regulars & Baynes Barron, Rube Schaffer, Jo Ann Lilliquist,
 Rocky Lundy, Fred Krone; (SD)

Fury NBC 11am Joey's Father - (O) by Melvin Levy; with Ann Robinson, Denver
 Pyle, Ernie Dotson, John Phillips; (SD) by Ray Nazarro

Tales of the Texas Rangers CBS Blazing Across the Pecos - with Baynes Barron, Lane Bradford, Ed
 11:30am Hinton; (SW & SD)

Ramar of The Jungle WPIX 7pm Savage Challenge - regulars & Juanita Moore, James Edwards, Nick
 (Jon Hall) Stewart, Isaac Jones, Bernard Hamilton; (SW & SD)

THE PERRY COMO SHOW NBC 8pm Tom Ewell, Arnold Stang (C), Gloria De Haven, the Pennsylvania,
 Dartmouth & Columbia University Choirs

Gunsmoke CBS 10pm regulars & Keye Luke, Sebastian Cabot; (SW & SD)
 (James Arness)

Damon Runyon Theatre CBS 10:30pm Barbecue - (O) by Jack Harvey; with Brian Donlevy, Jean Parker,
 Vince Barnett, Ben Welden, Chris Alcaide; (SD) by Sidney Miller

SUNDAY DECEMBER 4
 ~~~~~

NBC OPERA THEATRE NBC 1:30pm Madam Butterfly - (O) by Giacomo Puccini to libretto by Giacosa  
 & Illica; based on play by David Belasco & John Luther Long;  
 English translation by Ruth & Thomas Martin; with Elaine Malbin,  
 Davis Cunningham, Conchita Gaston, Warren Galjour, Johnny Silver,  
 Emile Renan, Lee Coss, Francis Monachino; directed by Kirk Brown-  
 ing; Conducted by Herbert Grossman

Captain Gallant NBC 5:30pm Lost Caravan - (O) by Don Witty; with Lisa Lord, Victor Dela-  
 of The Foreign Legion fosse, Gregoire Aslan, Albert Jolis; (SD) by Sam Newfield

Roy Rogers Show NBC 6:30pm Gun Trouble - regulars & John L. Cason, Harry Harvey, Jr., Red  
 (Dale Evans) Morgan, Wally West, Russ Scott, Dub Taylor; (SD)

MAX LIEBMAN PRESENTS NBC 7:30pm The Maurice Chevalier Show - (O) by William Friedberg & Neil  
 (Art Linkletter, MC) Simon; with Maurice Chevalier, Marcel Marceau (panto), Jeannie  
 Carson (S), Pat Carroll (C), (SD) by Bill Hobin; Choreog - James  
 Starbuck; (COLOR)

ED SULLIVAN SHOW CBS 8pm Abbott & Costello, Kate Smith, Lillian Roth (S), Andre Eglevsky  
 & Diana Adams with N.Y.C. Ballet, The Three Hous (novelty)

Alfred Hitchcock Presents CBS 9:30 The Case of Mr. Pelham - (O) by Anthony Armstrong; (A) by Fran-  
 cis Cockrell; with Tom Ewell, Raymond Bailey, Kirby Smith, Kay  
 Stewart, Jan Arvan, Justice Watson, John Compton, Norman Willis,  
 Tim Graham; (SD)

Loretta Young Show NBC 10pm A Pattern of Deceit - (O) by Laura Hunter; (A) by Devery Freeman;  
 (Claudette Colbert) with Laraine Day, Susan Morrow, Paul Langton, Robert Burton,  
 Aline Towne, Claudia Barrett, Rosemary Edelman; (SD)





# Ross Reports ON TELEVISION

INCLUDING

## THE TELEVISION INDEX

NOVEMBER 30, 1955

VOLUME 7 NUMBER 48 A

EDITOR: Jerry Leichter

RECEIVED

NOV 30 1955

NBC GENERAL

PRODUCTION • PROGRAMMING • TALENT

551 Fifth Avenue • New York 17 • MUrray Hill 2-5910

PUBLISHED BY TELEVISION INDEX, INC.

## MID-WEEK SPECIAL

NEWS - POSSIBILITIES - COMMENT

The Sylvania Television Awards for 1955 were made last night (29) in New York to 30 programs and personalities. The awards were established five years ago by Sylvania Electric Products, Inc.; Deems Taylor is current chairman of the committee of judges. Those programs and people cited include: Show of the Year, also Show Most Entertaining to the Whole Family -- "Peter Pan" (on Producers Showcase, NBC); Best New Television Series -- The \$64,000 Question(CBS); Best Performance by an Actor -- Sidney Poitier, in "A Man Is Ten Feet Tall" (on Philco Television Playhouse, NBC); Most Original Teleplay -- "A Man Is Ten Feet Tall," by Robert Alan Aurthur; Best Performance by an Actress -- Julie Harris, in "Wind From the South" (on United States Steel Hour, CBS); Special Award, Best Performance in a Classical Role -- Jose Ferrer, for "Cyrano de Bergerac" (on Producers Showcase, NBC); Best Performance by an Actor in a Supporting Role -- Ed Begley, in "Patterns" (on Kraft Television Theatre, NBC); Best Dramatic Show of 1955 -- "Patterns" by Rod Serling; Best Performance by an Actress in a Supporting Role -- Mildred Dunnock, for "A Child is Born" (Kraft Television Theatre, ABC); Best Comedy Show of the Year -- The Phil Silvers Show - You'll Never Get Rich(CBS); Variety Entertainment -- The Ed Sullivan Show(CBS); Best Musical Series -- The Voice of Firestone(ABC); Best Dramatic Series -- Kraft Television Theatre (NBC); Best Documentary -- "The Vice Presidency--The Great American Lottery" (on See it Now, CBS); Network Public Service -- The Search(CBS); Network News and Special Events -- Presidential News Conferences, award to James C. Hagerty, White House News Secretary; Network Educational Series -- Omnibus(CBS); Best Network Children's Show -- Mickey Mouse Club(ABC); Best Network Woman's Show -- Home(NBC); Best Commercials -- Sanka Coffee, Schweppes Quinine Water and Dow Chemical (for Saran Wrap). Other awards were for local program services or programs and several special awards. George C. McConnaughey, chairman of the Federal Communications Commission, was the principal speaker.

The new NBC Ernie Kovacs Show, starting Dec 12, Mon thru Fri, 10:30-11am EST, is packaged by NBC and will be produced and directed by Jac Hein. The sustainer will have the comedian backed by an 8 to 10-man musical group with big emphasis on music "sound". Mrs. Kovacs, Edith Adams, will probably "double" from her daily spot on CBS' The Jack Paar Show, working both nets. Plans, of course, are still in the process, but the program will have a male singer, possibly guests at first then a regular. Rex Lardner is one of the writers signed to work with Kovacs, with another to be named later. The program will originate in NBC's New York studio 6B. NBC is backing the new show with money and quality to build a rating as fast as possible. The man they're bucking on the CBS side is Arthur Godfrey

- Page 1 -

(MORE)

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Nanette Fabray, injured during the closing moments of Monday night's Caesar's Hour when a pipe fell from a piece of scenery being raised backstage during the program, suffered a "moderate concussion" but is "progressing well and resting comfortably" in New York's Doctors Hospital. Buddy Schwab, a dancer on the show who was also injured by the falling pipe, suffered a contusion of the shoulder.....Date With Life, the NBC daytime drama that replaced Way of the World on Oct 10 with a new format, followed its scheduled story line for its first group of 25 five-a-week performances, then switched packager and production staff. Mark Roberts replaced Logan Field as "Jim Bradley" the editor of the series on Nov 14 when the new staff took over. Young & Rubicam, Inc, took over the package from Hollis Productions (Charles Irving), with Eugene Burr now exec producer and script editor, Wallace Chateaufort as producer, with Lela Swift as director. Kay McMahon at Y & R continues to handle the casting for the show as before.....NBC's new untitled "comedy hour", scheduled to replace the Colgate Variety Hour on Jan 8, Sun, 8-9pm EST, will include sketches, stand-ups, black-outs, gags, songs and dances. The show will present as many laugh-makers on each program as the comedy ideas merit rather than headlining a single star, according to NBC. Samuel Fuller has been appointed director of special projects for NBC-TV, with his first assignment as top man on the new comedy series. The majority of the new shows will originate in Hollywood, Fuller's new headquarters, with some programs coming from time to time from New York. Mort Werner has been appointed national program director of NBC-TV, succeeding Fuller, with headquarters in New York. Werner has been director of participating programs, including supervision of Today, Home and Tonight, and in his new post he will continue with that responsibility, although he will name a new director of participating programs to operate under him.

The new Front Row Center drama series, returning to CBS, Sun, Jan 8, 4-5pm EST, will have its weekly productions alternately directed by Mel Ferber one week and the team of Fletcher Markle and Russell Stoneham, working together, on the alternate weeks. Stoneham was Markle's assistant director on the summer run of the show. Alice Young, who was the assistant manager of the CBS Story Dept in Hollywood, has been named story editor of the series. Scope will be broad, using original scripts and adaptations of top dramatic properties, competing in the market with all the other one-hour dramatic shows.....NBC is going to have a gigantic backstage party at the Hudson Theatre in New York on the night of Dec 13 when Universal-International will hold its New York press showing (at the RKO 86th St Theatre) of its new "The Benny Goodman Story," which stars Steve Allen in the title role. The Hollywood premiere is scheduled for Dec 5 at the RKO Pantages Theatre. NBC will use a substitute m.c. for Allen's Tonight show that evening; an as-yet-unnamed NBC star.

Let's Take a Trip, which cancelled out on its scheduled tour of the New York Police Dept's crime laboratories in Brooklyn for its Dec 11 program, due to complications with the dept, will visit the Technical Research Bureau of Nassau County Police Headquarters at Mineola, L. I., on Dec 11, to see how police experts in a laboratory unravel a crime.....ABC's The Voice of Firestone is setting up future auditions, to start in January, for singers and dancers to be used on future programs. Do not go, but send name, phone number and registry to: Frederick Heider, Voice of Firestone, American Broadcasting Co., 7 West 66th St., New York 23. When the producer is ready to start auditions, those whose names are on file will be contacted.....Good-year Tire and Rubber Co will sponsor a special dramatization of the story of the Nativity in "No Room at the Inn," over NBC, Sunday, Dec 25, 4-4:30pm EST.....CBS's new news and public affairs program schedule, effective Sunday, Jan 8, will move Let's Take a Trip to 12noon-12:30pm EST; Adventure will be seen 2:30-3pm; Face the Nation is slotted in at 3-3:30pm, with a new series, CBS Sunday News, moving in at 3:30-4pm. Eric Sevareid will be featured on this first half-hour news program to be presented on a regularly scheduled basis over a network. Front Row Center moves in from 4-5pm, which completes the new Sunday lineup, designed to face up to NBC's strong late Sunday afternoon schedule.







The American Federation of Musicians, thru Local 655 in Miami, will begin its first on-the-air television promotion of live music on a regular basis, this Friday, Dec 2, and every Friday thereafter, from 6-6:15pm EST, over WTVJ, Miami. The program, called Fashions in Music, will feature every type of music, from symphony to hill-billy. Coordinator of the show will be Lyn Lucas of WTVJ. The program is listed as public service, with Paul Wolfe, head of the Miami AFM local, listed as special guest on the first show.....KRCA-TV's new Komedy Kapers, local comedy development program in LA, with the network's Pacific Div involved in the venture, debuted this Monday on a Monday thru Thursday schedule, 6:15-6:45pm PST, over KRCA only. The expected future of the program is evidenced by the production talent being tossed into the hopper, with the local showcase undoubtedly serving as a test tube for NBC's new Sunday evening comedy series. Ernie Glucksman is exec producer for the series, with Sam Schiff as producer. Jeanne DeVivier is asst producer, while Larry Klein is scenic designer. Robert L. "Doc" Livingston, Thomas V. Belcher, Alan Armer and Marc Breslow, KRCA staff directors, will handle assignments on the show. The show, a full KRCA-network project, will have Leo Solomon as supervisor of trainee writers, as well as a writer of special material for the show. Full-time staff writers are Snag Werris and Mel Diamond. Material from other veteran comedy writers will also be used as needed.

Screen Gems has added two television film series to its future production roster. Veteran movie producer Bryan Foy will produce a series titled Emergency, based on case histories in the files of emergency hospitals throughout the country. The stories will concentrate on the human emotions in the stories which lead to the hospital, rather than on the actual medical or casualty event as such. The second series, one-hour anthology films under the title Mystery Theatre, will be produced by Samuel Bischoff and Dave Diamond from stories by members of the Mystery Writers of America, with top name writers used as guests on the programs. Eve Wolas is moving over from her story editor post on CBS' Climax to Mystery Theatre to take over a major production-story post. Bischoff-Diamond will also produce a new series for Desilu Productions, Father Duffy of Hell's Kitchen, with Lloyd Nolan in the title role. The pilot for the latter will roll after the first of the year.

AGENCIES AND ACCOUNTS: Brown & Williamson Tobacco Corp. named Ruthrauff & Ryan, Chicago, to handle its newest property, du Maurier cigarettes. B & W purchased Columbia Tobacco Co., which marketed the brand, several months ago. Doyle Dane Bernbach, Inc., NY was the previous agency.....Gordon Baking Co. has moved its Silver Cup Bread account from D'Arcy Advertising Co., St. Louis, to Cunningham & Walsh.

PEOPLE GOING PLACES: George Haight, McCann-Erickson's director of programming in Hollywood, moves to New York to assume the post of v.p. in charge of the Radio-TV Dept. of the agency, effective January 1.....Joyce Cook, formerly with Robert Maxwell Associates, as Lassie Script Supervisor, named West Coast production supervisor for McCann-Erickson.....Erwin, Wasey & Co. has leased 20,000 sq. ft. at 711 Third Ave, planning to move from Lexington Ave. to this 20-story bldg. upon its completion, sometime in the spring.....Tom Gregory joined the WABD announcing staff. He had been chief announcer for WPAT, Patterson, N.J. since May, 1952.....San Francisco's KRON-TV named Harold P. See general manager. He previously was station manager.....WLW-TV, Cincinnati, has chosen the announcing team to handle its telecasts of Redlegs baseball. George Bryson and Mark Scott, both with several years as West Coast baseball commentators behind them, are the new duo.

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# Ross Reports ON TELEVISION

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DECEMBER 5-11, 1955

VOLUME 7

NUMBER 49

EDITOR: Jerry Leichter

DEC 5 1955  
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## WEEKLY REPORT

PUBLISHED BY TELEVISION INDEX, INC.

A FACTUAL RECORD OF THIS WEEK'S EVENTS IN TELEVISION PROGRAMMING

### THIS WEEK -- NETWORK DEBUTS & HIGHLIGHTS

#### Saturday(10)

CBS- 1:30-2pm EST; DEBUT; Mighty Mouse Playhouse; FILM from WCBS-TV(NY), to the net. § Sustaining (open). § Pkgr & Prod- Terrytoons, Inc(New Rochelle, NY); Prod- Paul Terry. § "Mighty Mouse" acts as host of the weekly cartoon series, introducing films from the Terrytoon library, originally produced for motion pictures. The program replaces Uncle Johnny Coons (last show Dec 3) in this time spot.

NBC- approx 3-5pm EST; RETURN; Professional Basketball - "Game of the Week"; LIVE from various stations, to the net. § Co-op & Sustaining. § Pkgr- NBC with the National Basketball Assn; Prod- Perry Smith; Dir- Harry Coyle. § Telecasts of selected games of National Basketball Assn teams, with Curt Gowdy and Lindsey Nelson handling the play-by-play commentary. The telecast series starts with the game between the Minneapolis Lakers and the Boston Celtics at Boston Garden. The program replaces NCAA Football Games (last show Dec 3) in the general Saturday afternoon time spot.

### OTHER NETWORK CHANGES & ADDITIONS

ABC- Masquerade Party (Wed, 9-9:30pm EST) Mary Healy becomes a panelist for three weeks, starting Dec 7, replacing Dagmar.

Down You Go (Wed, 9:30-10pm EST) Joan Alexander replaces Sherl Stern as a regular panelist, effective Dec 1.

CBS- Big Ten Basketball; RETURN Dec 3; Sat, approx 3-4:45pm EST; LIVE from various cities each week, no. of stations indefinite. § Sponsored & Co-op (West Coast); Sponsor- Amana Refrigeration, Inc., thru Maury, Lee & Marshall(NY). § Pkgr- CBS Sports(NY) with Western Conference; Prod & Dir- Judson Bailey(CBS). § Telecasts of 12 Big Ten Western Conference basketball games, plus two telecasts of National Invitation Tournament contests from New York and one game starring the Harlem Globetrotters, all to be presented over a 17-week period (no games the afternoons of Christmas Eve and New Year's Eve). Jack Drees handles the commentary. The first game in the series features defending champion Iowa playing host to Nebraska at Iowa City.

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OTHER NET CHANGES(More)

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### OTHER NET CHANGES(Cont'd)

NBC- Late With Life (Mon thru Fri, 4-4:15pm EST) Mark Roberts replaced Logan Field in the lead role Nov 14. Complete production change as of same date: Pkgr- Young & Rubicam, Inc(NY); Exec Prod & Script Ed- Eugene Burr(Y&R); Prod- Wallace Chateauvert; Dir- Lela Swift; Casting- Kay McMahon(Y&R). The staff replaces Hollis Productions(Charles Irving).

### NEW NETWORK SPONSORSHIPS

AVCO MANUFACTURING CORP thru Compton Advertising, Inc(NY), THE ANDREW JERGENS CO thru Robert W. Orr & Associates, Inc(NY), and BROWN & WILLIAMSON TOBACCO CO thru Ted Bates & Co., Inc(NY), will co-sponsor NBC's untitled one-hour comedy program, debuting Jan 8, 1956, Sundays, 8-9pm EST, replacing the Colgate Variety Hour.

PHARMACEUTICALS, INC (Geritol) thru Edward Kletter Associates, Inc(NY) will become sponsor of Sunday News Special over CBS-TV, Sundays, 11-11:15pm EST & PST, effective Jan 8, 1956. The program has a separate live West Coast production included in the new sponsorship. Norwich Pharmacal Co has been sponsor of both programs.

J. P. STEVENS & CO., INC (Textile Manufacturer) thru Bryan Houston, Inc.(NY) will become a sponsor of Omnibus over CBS-TV, Sundays, 5-6:30pm EST, effective Jan 1, 1956.

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LOCAL STATION ACTIVITY

KNXT(Ch 2) - Dress Blues; TITLE CHANGE before debut on Dec 4; program formerly Los Angeles titled The Marine Corps Show (see page 144). Add Lt. Bob Osterberg and William Whitley(KNXT) as co-producers.

KRCA-TV(Ch 4)- KRCA KomedY Kapers; DEBUT Nov 28, Mon thru Thu, 6:15-6:45pm PST. Sustaining. Pkgr- KRCA and NBC-TV's Pacific Division(LA); Exec Prod- Ernest Glucksman; Prod- Sam Schiff; Asst Prod- Jeanne DeVivier; Alt Dirs- Robert L. Livingston, Thomas V. Belcher, Alan Armer, Marc Breslow(all KRCA); Writers- Leo Solomon (head), Snag Werris, Mel Diamond (regulars), plus others. The new program is designed strictly for comedy development -- spoken or sung or played, oral or visual -- for the purpose of giving exposure to new concepts in comedy in terms of personalities, writers and ideas. The program is a joint KRCA-NBC net project, with facilities, personnel and resources pooled and cost shared.

KRCA-TV - Danger Dodgers; DEBUT Dec 3; Sat, 3-3:30pm PST; LIVE & FILM. Sustaining, public service. Pkgr & Prod- KRCA with the Los Angeles Board of Education; Dir- Alan Armer. Paul Pierce is moderator for a 13-week documentary series on teen-age drivers, emphasizing the strides made in driver education in California, stressing the Los Angeles City school districts.

KTTV(Ch 11) - The Johnny Otis Show (Tue, 7-7:30pm PST) ADD: Sponsor- Mel Burns Los Angeles Ford. Prod- Johnny Otis; Prog Coord- Frank Gallo; Dir- Jim Gates. (See page 143 for original listing).

WPTZ(Ch 3) Talk of the Town; DEBUT Nov 28; Mon thru Fri, 11:20-11:30pm EST. Sustaining. Pkgr & Prod- WPTZ. Harry K. Smith reports on things worth talking about, ranging from the theater and motion pictures to personality interviews and discussions. It will also cover literary works, magazine pieces and activities of well known people in the arts and sciences.

1. The first part of the paper is devoted to a review of the literature on the topic. It starts with a brief overview of the general theory of the firm, followed by a more detailed discussion of the specific issues related to the topic. The second part of the paper is devoted to a review of the empirical literature on the topic. It starts with a brief overview of the general theory of the firm, followed by a more detailed discussion of the specific issues related to the topic. The third part of the paper is devoted to a review of the empirical literature on the topic. It starts with a brief overview of the general theory of the firm, followed by a more detailed discussion of the specific issues related to the topic.

TALENT SHOWSHEET DECEMBER 2 - DECEMBER 11, 1955

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Most of the shows on Dec. 2, 3, 4 were listed in last week's report. Changes & additions are included here for the record. Multiple and across-the-board shows are grouped together after the listing for Friday, Dec. 9. Script identifications used are: (O) original, (A) adaptation, (SW) staff-written, (SD) staff-directed. Performers are identified as singer (S), dancer (D), comic (C), musician (M). Actors who appear regularly are listed in the premiere cast then subsequently referred to as "regulars". Live shows are listed in caps in the left column; filmed shows are in upper and lower case letters, underlined. Generally, only first runs of a film series are listed.

FRIDAY DECEMBER 2

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| | | |
|---|------------|--|
| <u>Jungle Jim</u> (Johnny Weissmuller) | WRCA 6pm | <u>The Leopard's Paw</u> - (O) by Lawrence Goldman; regulars & Otis Greene, Woody Strode; (SD) |
| MAMA | CBS 8pm | <u>Mama's Romance</u> - regulars & Lauren Gilbert; (SW & SD) |
| THE BIG STORY (Ben Grauer) | NBC 9pm | <u>Richard Looman of the San Diego (Calif.) Journal</u> - (O) by Gail Ingram; with Archie Smith, Norman Rose, Bill Berger, Lynn Merrill, James Parker, Alfreda Wallace, Edgar Stehli, Helen Choat, Julius Bing; (SD) |
| IGOR CASSINI'S MILLION DOLLAR SHOWCASE | WABD 9pm | Conrad Thibault (S), The Malagon Sisters (S & D), Phyllis & Teddy Rodriguez (D) |
| STAR STAGE | NBC 9:30pm | <u>The Marmalade Scandal</u> - (O) by George Lowther; with Mildred Natwick, Basil Langton, Jerome Kilty, Rhys Williams; (SD) by Seymour Robbie |
| ETHEL & ALBERT | ABC 10pm | regulars & George Petrie, Frank Sutton, Bernard Grant, Dulcie Cooper, Tom Gorman; (SW & SD) |

SATURDAY DECEMBER 3

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|                                   |            |                                                                                                 |
|-----------------------------------|------------|-------------------------------------------------------------------------------------------------|
| CAMERA THREE<br>(James Macandrew) | CBS 2pm    | <u>Part II, Crime &amp; Punishment</u> - (Ted Pearson was incorrectly listed as Robert Pearson) |
| STAGE SHOW                        | CBS 8pm    | Connie Francis (S), Kim Novak, Gordon MacRae (S)                                                |
| TEXACO STAR THEATRE               | NBC 9:30pm | Janet Blair                                                                                     |
| GEORGE GOBEL SHOW                 | NBC 10pm   | Evelyn Russell                                                                                  |

SUNDAY DECEMBER 4

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| | | |
|--|-------------|--|
| LAMP UNTO MY FEET (Dr. Lyman Bryson) | CBS 10am | <u>Oyster Green Sall</u> - (O) by Milton Wayne; with Harry Townes, Lawrence Ryle, John Foster; (SD) |
| LOOK UP & LIVE (Merv Griffin) | CBS 10:30am | Marian McPartland & Quintet (M) |
| OMNIBUS | CBS 5pm | <u>American Boyhood of Rev. Dr. Harry Emerson Fosdick</u> - (filmed interview); <u>The Art of Conducting</u> - with Leonard Bernstein, directed by Charles Dubin; <u>The Harlem Globetrotters</u> , (live remote), narrated by Bud Palmer, directed by Lee Rothberg |
| <u>You Are There</u> (Walter Cronkite) | CBS 6:30pm | <u>Spindletop</u> - (O) by Don Clark; with Paul Birch, Robert Bray, Parley Baer, Jean Byron, De Forrest Kelley, Michael Emmet, John Doucette, Mack Williams, Tyler McVey, Mike Ragan, William Fawcett, Sam Edwards, Olive Blakeney, Larry Blake, House Peters, Jr.; (SD) |
| <u>It's A Great Life</u> (Michael O'Shea) | NBC 7pm | <u>The Private Line</u> - regulars & Jan Shepard, Allen Jenkins, William Schallert; (SW & SD) |
| <u>General Electric Theatre</u> (Ronald Reagan) | CBS 9pm | <u>Feathertop</u> - (O) by Nathaniel Hawthorne; (A) by Maurice Valency; with Carleton Carpenter, Natalie Wood; (SD) Don Medford |
| GOODYEAR PLAYHOUSE | NBC 9pm | <u>The Trees</u> - (O) by Jerome Ross; with Edward Binns, Lili Darvas, Kay Medford, Frances Starr, Sal Mineo, Vivian Nathan, Ralph Camargo, Sandra Zapata, Angel Rosado, Anne Seymour, Judy Sanford, Lois Bolton, Michael Gorrin, Jack Weston, Gene Sultan, Pat Hingle; (SD) by Sidney Lumet |

SUNDAY DECEMBER 4 (Cont'd)
 ~~~~~

APPOINTMENT WITH ADVENTURE  
 CBS 10pm

Escape - (O) by Art Wallace; with Philip Abbott, George Grizzard, Jeff Harris, Addison Powell, Lisa Osten; (SD)

MONDAY DECEMBER 5  
 ~~~~~

Highway Patrol WRCA 7pm
 (Broderick Crawford)

(O) by Robert Fresco; with Frank Gerstle, Del Erickson, Jim Hayward, Jay Douglas, Bob Shields, George Taylor, Bill Traylor; (SD) by Herbert L. Strock; Also on NPIX Wednesday 9:30pm

Adventures of Robin Hood CBS 7:30
 (Richard Greene)

A Husband For Marian - with Bernadette O'Farrell, Brian Worth; (SW & SD)

TV Reader's Digest ABC 8pm
 (Hugh Reilly)

The Sad Death of a Hero - (O) by Albert Duffy; with Douglass Dumbrille, Carl Benton Reid, Rosemary deCamp, Louis Jean Heydt; (SD) by Harry Horner

CAESAR'S HOUR NBC 8pm

regulars; Nanette Fabray will not appear due to an injury.

VOICE OF FIRESTONE ABC 8:30pm

Rise Stevens

ARTHUR GODFREY'S TALENT SCOUTS CBS 8:30pm

will continue to originate from Miami Beach; talent not available.

I Love Lucy CBS 9pm

regulars & the Mayer twins; (SW & SD)

Medic NBC 9pm
 (Richard Boone)

Pray Judgement - writer & cast members not available at press time.

December Bride CBS 9:30pm
 (Spring Byington)

Family Quarrel - regulars & Gail Bonney, Madge Blake, Joe Forte; (SW & SD)

ROBERT MONTGOMERY PRESENTS NBC 9:30pm

Lucifer - (O) by J. Harvey Howells; with John Newland, Cameron Prod'homme, Audra Lindley, Lawrence Weber, House Jameson, Frances Helm, Allen Nourse, Jay Jostyn, Peter Hughes, Edwin Bruce, Eddie Lawrence, John MacDonald, Shirley O'Hara; (SD) Perry Lafferty

STUDIO ONE CBS 10pm

Blow Up at Cortland - (O) by Paul Monash; with Chester Morris, Neville Brand, Philip Coolidge, George Chandler, Harry Worth, Jason Robards, Victor Thorley, Carl Benson, Ken Renard, Frank Campanella, John Kellogg, John Becher; (SD) by William H. Brown

TUESDAY DECEMBER 6
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Steve Donovan WRCA-TV 6pm  
 (Douglas Kennedy)

Missouri Outlaws - writer & cast members not available at press time.

Warner Bros. Presents ABC 7:30pm  
 (Gig Young)

Kings Row - with Jack Kelly, Maria Palmer, Victor Jory, Isa Ashdown, Nadine Ashdown, John Alderson; (SW & SD)

THE CHEVY SHOW NBC 8pm

(O) by Artie Phillips & Harry Crane; Special material by Tom Adair; with Ethel Merman, Robert Cummings, Tennessee Ernie Ford, Leo Durocher, Shirley MacLaine, Jonathan Winters; Staged by Ernest D. Glucksman; Choreog - Tony Charmoli

Wyatt Earp ABC 8:30pm  
 (Hugh O'Brian)

Trail's End for a Cowboy - with Tommy Cook, Morris Ankrum, George Eldredge, Tristram Coffin; (SW & SD)

Navy Log CBS 8:30pm

The Pentagon Story - with Kay Riehl, Nelson Leigh, Dan Barton, Vernon Rich, Carleton Young, Don Shelton, John Close, Roy Glenn, Paul Dubov, Paul Harvey; (SW & SD)

Make Room For Daddy ABC 9pm  
 (Danny Thomas)

Louise's Surprise Party - regulars & Amandah Randolph; (SW & SD)

Jane Wyman's Fireside Thtre NBC 9pm

Bamboo Cross - with Betty Lynn, Jim Hong; directed by John Ford

DuPont Cavalcade Thtre ABC 9:30pm

Take Off Zero - (O) by Harold Shumate & Norman Hall; with Lamont Johnson, Marjorie Lord, Edgar Dearing, Steve Pendleton, James Seay; director not available at press time.

RED SKELTON SHOW CBS 9:30pm

Bill Williams ("Kit Carson") COLOR





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Big Town NBC 10:30pm Gang Leader - regulars & William Vaughn, Harry Bartell, Chuck  
(Mark Stevens) Webster, George Conrad, Joe DeSantis; (SW & SD)

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Brave Eagle CBS 7:30pm Death Trap - regulars & Pat Hogan, Pierre Watkin, Dennis Moore;  
(Keith Larsen) (SW & SD)

Douglas Fairbanks Presents Heritage - with Robert Beatty, Betty McDowell; (SW & SD)  
WRCA 10:30

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LUX VIDEO THEATRE NBC 10pm  
(Otto Kruger)

Suspicion - (O) by Francis Iles; Screenplay by Samson Raphaelson,  
Joan Harrison, Alma Reville; (A) by S. H. Barnett; with Louis  
Hayward, Kim Hunter; (SD) by Richard Goode



Dear Sir,

I have the honor to acknowledge the receipt of your letter of the 11th inst. in relation to the matter of the purchase of the land for the proposed road.

I am sorry to hear that you are having trouble with the land. I will do all in my power to help you.

I am, Sir, very respectfully,  
Your obedient servant,  
J. H. [Name]

Enclosed for you are the following documents:

1. A copy of the report of the surveyor.

2. A copy of the map of the land.

3. A copy of the deed of the land.

4. A copy of the contract of purchase.

5. A copy of the receipt for the purchase money.

6. A copy of the receipt for the land.

7. A copy of the receipt for the road.

8. A copy of the receipt for the road.

9. A copy of the receipt for the road.

10. A copy of the receipt for the road.

Very truly yours,  
J. H. [Name]

THURSDAY DECEMBER 8 (Cont'd)

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JOHNNY CARSON SHOW CBS 10pm

John Carradine, Leo Diamond (M)

FRIDAY DECEMBER 9

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Jungle Jim WRCA 6pm  
(Johnny Weissmuller)

The Deadly Idol - with regulars & John Dodsworth, Irene Lang, Bill Walker; (writer not available at press time.)

Adventures of Rin-Tin-Tin ABC 7:30pm  
(Lee Aaker & James Brown)

Rin-Tin-Tin & the Star Witness - regulars & Andy Clyde, James Anderson, Sheb Wooley, Ted Hecht, Gregg Barton; (SW & SD)

Crossroads ABC 8:30pm

The Gambler - with Dennis Morgan, Robert Hutton, Billy Chapin, Angela Greene, Jean Willes, Roy Roberts; (SW & SD)

The Vise ABC 9:30pm  
(Ron Randell)

Gift From Heaven - with Colin Croft, Mary Laura Woods, Patric McGoonan; (SW & SD)

Schlitz Playhouse CBS 9:30pm

On the Nose - (O) by H. Vernor Dixon; (A) by Fred Freiberger; with Neville Brand, Ben Cooper, Richard Deacon, John Doucette, Harland Warde; (SD) by Robert Florey

MULTIPLE AND ACROSS-THE-BOARD SHOWS FRIDAY DECEMBER 2 THRU FRIDAY DECEMBER 9

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GARRY MOORE SHOW CBS 10am

Wed - Jack Ackerman (D); Fri - Cluese Blanchard (S), The Mello Larks (S)

JACK PAAR SHOW CBS 1pm

Wed - Jonathan Winters (C); Fri - Burl Ives (balladeer)

ART LINKLETTER'S HOUSE PARTY CBS 2:30pm

Jack Slattery subs for vacationing Linkletter for two weeks. Mon - Tony Pastor (S); Wed - Rosemarie (S); Fri - Liberace (M)

NBC MATINEE THEATRE NBC 3pm

12/1 - Delete: The Innocent Bystander, Add: The Brass Ring - (O) by Jacqueline Rhodes; 12/2 - Delete: The Dispossessed, Add: Jason - (O) by Samson Raphaelson; 12/5 - Arrowsmith - (O) by Sinclair Lewis; 12/6 - Passing Strange - (O) by E. Jack Neuman, with Val Dufour, Sally Brophy; 12/7 - For These Services - (O) by Theodore & Mathilde Ferro; with Richard Jaeckel; 12/8 - Cordially With Bombs; 12/9 - White Oaks; (authors not available at press time) (COLOR)

DATE WITH LIFE NBC 4pm
(Mark Roberts)

M thru F - (O) by Henry Misrock; cast as listed on 11/11 will continue thru 12/15

MODERN ROMANCES NBC 4:45pm
(Martha Scott)

11/28 thru 12/2 - (O) by Ann Howard Bailey; with George Cilbreath, Vaughn Taylor, Pat Sales, Florence Anglin, Ed Feck, Lou Hall; (SD) 12/5 thru 12/9 - (O) by Ann Howard Bailey; with Minnie Jo Curtis, Katherine Meskill, Phil Foster, Jay Meredith; (SD)

SATURDAY DECEMBER 10

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Captain Midnight CBS 11am  
(Richard Webb)

Secret of Superstition Mountain - (O) by Anthony O. Scott; with John Pickard, George Berkeley, William Fawcett, Charles Stevens; (SD)

Fury NBC 11am

Joey Saves The Day - (O) by Roger Clay; with Keith Richards, Eric Neilsen, Stanley Andrews, Harry Tyler, Richard Travis; (SD)

Tales of the Texas Rangers CBS 11:30am

Rough, Tough West - with Roger Broadus, Baynes Barron, John Cason, Lane Bradford, Ed Hinton; (SW & SD)

GRAND OLE OPRY ABC 8pm

regulars with Eddy Arnold (S) as guest star.

STAGE SHOW CBS 8pm

Vaughn Monroe, Jack Carter (C), The Step Brothers (D), Ricky Zahnd & The Blue Jeaners (S)

THE PERRY COMO SHOW NBC 8pm

Gertrude Berg, Les Paul & Mary Ford, Jean Pierre Aumont, Polly Bergen (S), Francis Brun (Juggler), Morty Gunty (C)

Gunsmoke CBS 10pm  
(James Arness)

regulars & Raymond Bailey, James O'Rear, John Alderson, Wilfred Knapp; (SW & SD)



THE UNIVERSITY OF CHICAGO  
DEPARTMENT OF CHEMISTRY  
RESEARCH REPORT

1955-1956

The following report was prepared by the members of the Department of Chemistry during the academic year 1955-1956. It contains a summary of the work done in the various laboratories of the Department during the year, and is intended to provide a general overview of the progress of the Department's research program.

The Department of Chemistry at the University of Chicago has a long and distinguished history of research in chemistry. It is one of the leading departments in the world, and has produced many of the most important discoveries in the field of chemistry.

Summary of the work done in the various laboratories of the Department during the year

The work done in the various laboratories of the Department during the year 1955-1956 can be summarized as follows: The work in the Department of Chemistry during the year 1955-1956 was characterized by a high level of activity in all of the major areas of research. The work in the Department of Chemistry during the year 1955-1956 was characterized by a high level of activity in all of the major areas of research.

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SUNDAY DECEMBER 11

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HALLMARK HALL OF FAME NBC 4pm  
(Maurice Evans)

Dream Girl - (O) by Elmer Rice; (A) by S. Mark Smith; with Vivian Blaine, Hal March, Evelyn Varden, Edmon Ryan, Don Symington, William A. Lee, Louis Sorin, Priscilla Morrill, Mary Fickett, Walter Klavun, Kathleen Mansfield, Winston Ross, Bjorn Koefed, Pepito Arvello, Jose Duval, Diane Rust, Michael Hogan, Robert Cleveland, Douglas Robinson; directed by George Schaefer

Captain Gallant NBC 5:30pm  
of The Foreign Legion

Masquerade - (O) by Gene Levitt; with Gilles Queant, Claude Borrelli, Robert Berri, Yves Brinville, Robert Cunningham; (SD) by Sam Newfield

Roy Rogers Show NBC 6:30pm  
(Dale Evans)

Treasure of Paradise Valley - regulars & Britt Wood, Rand Brooks, Wayne Mallory, Ton London, Bud Osborne, Claudia Barrett, Jack O'Shea; (SD)

It's A Great Life NBC 7pm  
(Michael O'Shea)

The Fabulous Foundling - regulars & Mari Blanchard; (SW & SD)

ED SULLIVAN SHOW CBS 8pm

Abbott & Costello, Teresa Brewer (S), Joyce Grenfell (C), Mimi Benzell (S), the Obernkirchen Childrens Choir, Wandy Tworek (C,M), the Three Merkeys (novelty act)

COLGATE VARIETY HOUR NBC 8pm

Salute to George Abbott - with Helen Hayes, George Abbott, Gwen Verdon, Eddie Albert, Nancy Walker, John Rait, Leonard Bernstein, Fran Warren, Bobby Fosse, Edith Adams, Pat Stanley, Jack Straw

ALCOA HOUR NBC 9pm

Undertow - (O) by Jack Kelsey; with Teresa Wright, Thomas Mitchell, Robert Preston, John Kerr, Cathleen Nesbitt; (SD) by Robert Mulligan



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DECEMBER 7, 1955

VOLUME 7 NUMBER 49 A

EDITOR: Jerry Leichter

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## MID-WEEK SPECIAL

### NEWS - POSSIBILITIES - COMMENT

Matt Dennis has been set as a regular member of The Ernie Kovacs Show cast, as a single, along with the comedian and wife Edie Adams.....Martha Wright moves in at the Jack Paar Show over CBS on Dec 12 as replacement for Edie Adams, with the regular term set at three weeks, with options if it works out.....William Prince, who has a new Hollywood movie role coming up, will continue as narrator on NBC's Justice, commuting for the chore. The program's Sunday night time makes it possible.....Ted Fetter has been named producer of Christmas With the Greatest Show on Earth, the CBS one-hour special on Friday, Dec 16, 8-9pm EST, originating at the Sarasota, Fla., winter quarters of Ringling Bros. and Barnum & Bailey Circus. Byron Paul will direct the show, with Charlton Heston as m.c., which re-establish's the latter's connection with the circus marked by his role in the movie, "The Greatest Show on Earth.".....The Tonight show makes its move to Florida the week of Jan 9-13, with the Saxony Hotel in Miami Beach as program headquarters. Since the program will also have a one-night stand in Chicago on Monday, Dec 19, Steve Allen's gags will be able to run the gamut from cold to hot or vice versa.

The status of American Inventory, NBC's Sloan Foundation program, is currently up in the air, with present programming plans set only through December. The show's Sunday, 2-2:30pm EST, time spot will be used by NBC during January for four successive showings of films in the Elder Wise Men series, spotlighting Dr. Paul J. Tillich, Protestant theologian, on Jan 1; Jawaharlal Nehru, prime minister of India, on Jan 8; Marcel Duchamp, French painter, on Jan 15, and Irish dramatist Sean O'Casey on Jan 22. American Inventory could move to a new Sunday time, continuing its presentations of half-hour programs, or it could go into production of one-hour specials for once a month presentation or on an irregular basis. All these possibilities have been the subject of NBC discussions, with no pattern yet set for the future.

NBC has perfected development of a "color video inset" system for its live color television programs. The process, first used in the Maurice Evans production of "Alice in Wonderland" on Oct 23, is an extension and refinement of the black & white video inset process, with both developed from the matting process in film work. The system, which permits the image from one camera to be set into the image from another, forms a unified picture. The inset object, as in black and white, must be placed against a black background. The new color system makes possible a wide range of effects in small studios, with the added possibility that live and film cameras can be integrated in production for new scenic effects, more realistic than rear projection.

- Page 1 -

(MORE)

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Service includes: Unlimited telephone and mail information service, except research; weekly reports on current television production, programming; talent movements; annual industry directories; periodic reports on special aspects of television; and The Television Index card file.



1. The first group of people who are interested in the study of the history of the United States are the people who are interested in the history of the United States.

Roncom Productions is now officially the name of the packager of the Perry Como Show (at 607 Fifth Ave., New York. PL 1-1480). GAC continues to book guests..  
.....Helene Curtis relinquished its time on the Nov 28 and Dec 5 Caesar's Hour to allow General Foods to put on a special push for the current sale promotion of Instant Maxwell House Coffee.....Chrysler Corp will sponsor the first NBC telecast of the annual East-West Shrine football game on Saturday, Dec 31, 4:45pm EST.....Next Monday, NBC's Today will devote a long segment to press agents, featuring 25 "Miss Something-or-other" winners on the show. It's a model agencies' delight, ranging from Miss Cold Tablets to Miss Jersey Sweets.....Recent NBC releases on behalf of the new Ernie Kovacs Show have more good comedy writing in them than some recent TV skits, but the humor is keyed to Kovacs' style -- funny.

Frederic W. Ziv (whose firm has concentrated on syndicated film properties) the other day condemned programs that include extraneous "plugs" and "planted" product and service mentions not related to the sponsors of the shows. He promised that his shows will always be "plug-free" (an absolute necessity in syndication, where even visual conflicts have ruined local sponsorship deals), as compared with shows which "trade the valuable television time of advertisers for the questionable bargains of 'planted' products and services not sharing in the program's costs, talky back stage visits with movie moguls or clips from non-TV films, and free rides on major scheduled airlines." On another film front, Reub Kaufman, president of Guild Films, told a company sales meeting last weekend that the firm will announce several new series soon for delivery in 1956, with production scheduled in Hollywood, New York and in Europe; with production continuing on the new Liberace series, Confidential File, I Spy and The Goldbergs.

Irving Asher, new head of TCF Television Productions, held a press conference at the Fox Western Ave studio last week in which he discussed future TCF plans, including revisions of the format for the behind-the-scenes segment of The Twentieth Century-Fox Hour over CBS-TV. The present production staff, as well as m.c. Joseph Cotten, will not be affected by the shift which will be largely a revision of the type of presentation. If Mr. Asher will accept a small-voiced suggestion: Integrate rather than dilute. Devote more time to a single theme, even if it is only one future 20th film, without the incessant breaks for talking to this and that actor. Movie audiences are held captive during minutes of trailers, but the TV audience can get up and move around if they don't like what they see, so movie experiences with trailerizing mean little in this new medium. Why not hold the audience, which has to feel a let-down after the climax of the previous 40-minute story development, by opening with a cliff-hanger of a scene, and work back from there? In other words, pin those restless people so they don't go into the kitchen for a drink. Brief glimpses of Hollywood glamour-lovelies and male actors talking to Joe Cotten on their way to or from something, mean little more than the usual run of fan magazine photos.

AGENCIES AND ACCOUNTS: The Coca-Cola Bottling Co of New York named the Marschalk & Pratt division of McCann-Erickson, Inc(NY) to handle its advertising, effective Jan 1.....Norcross, Inc., greeting card manufacturer, appointed Young & Rubicam, Inc, effective Jan 1.....Pepsi-Cola Co has terminated its contract with Biow-Beirn-Toigo.

PEOPLE GOING PLACES: Mary Dean Pulver named assistant to producer Edgar Peterson for CBS' new Front Row Center one-hour drama series.....Miss Gene E. Stout named publicity director for WPTZ(Phila).....Charles B. Trantum, former TV director of the Hartford Agency (models) is now an artists rep at 270 Park Ave., New York 17. PL 3-1636. Bob Smith succeeds him at Hartford.

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